



# SATURDAY NIGHT



ESTABLISHED  
A.D. 1887

"THE PAPER WORTH  
WHILE"

TORONTO

ADA, AUGUST 25, 1928

General Section  
1 to 8

Automobile Section  
9 to 24

Financial Section  
25 to 32

Women's Section  
33 to 40

This Week:- *The Motor Car and its Critics—Hoover Cannot Have it Both Ways—Canada and the Dawes Plan—Romance of Annapolis—Paris Art Students' Orgy*

## The FRONT PAGE

### Mr. Hoover's Acceptance Speech

Mr. Hoover's acceptance speech, delivered in California on August 11th was in some of its details intensely interesting to Canadians, for if Mr. Hoover is elected President of the United States (which is by no means certain) and sufficiently powerful to bring into being the policies he enunciates, our future will be materially affected. In all presidential elections during the past fifty years the sympathies of those Canadians who pay any attention to United States politics at all, have been with the Democrats, for the Democrats have always shown more of the spirit of live-and-let-live toward Canada than the Republicans. All proposals for the forceable annexation of Canada have emanated from the Republican party. It was indeed the creed of one of its most eminent founders, William H. Seward. The days of such discussion are fortunately long past, and in recent decades the words of Republican leaders have been fair and friendly. But in action and practice the course of the Republican party has been that of going as far as it could toward strangling Canadian trade and development,—often avowedly so. Canadians have had enough breadth and intelligence to admire the abilities of many Republican leaders despite the traditional hostility of their party to Canada. No one can be blind to the merits of Mr. Hoover as a humanitarian of organizing ability, and there is much to admire in the substance of his acceptance speech. For instance he mentions as the proper aim of all statesmen the former socialistic doctrine of "The abolition of poverty". This is enough to make Republican leaders of the Mark Hanna-McKinley era and before, turn in their graves, for they would have argued, "How are factories to have cheap labor if poverty is abolished?" Mr. Hoover's utterances on this subject are a notable example of the influence of the "time-spirit".

Mr. Hoover's plans of internal development, and of making the best use of science in the interest of production and industry are admirable, and so is his timely plea for tolerance; in which he disassociates himself from thousands of humble lieutenants who are demanding the election of Hoover because Al. Smith is a Roman Catholic. He seems also to be "sun clear" on the Eighteenth Amendment, but it is improbable that many of his leading supporters anticipate doing without their ante-prandial cocktails if he is elected.

### No Canal Without a Quid Pro Quo

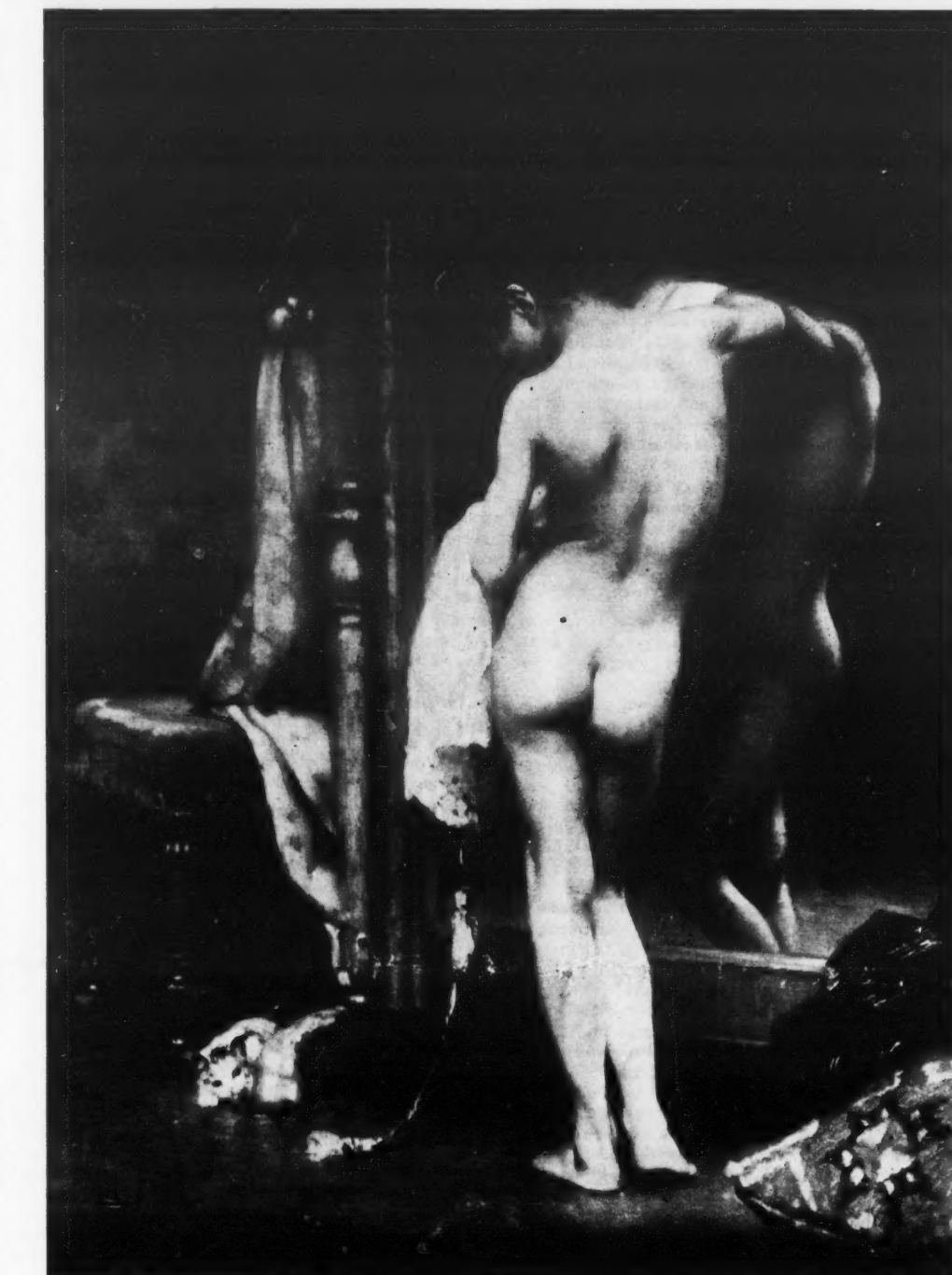
A most important utterance in his speech was an intimation (for the benefit of the agrarian vote) that if he and his party are elected the tariff against imported agricultural products will be forced still higher. "I would use my office and influence," he says, "to give the farmer the full benefit of our historic tariff policy." And he prefaces this by saying that "Foreign products raised under lower standards of living are to-day competing in our home markets." This is of course "eyewash" for consumers in industrial centres who have legitimate grounds for fearing the competition of manufactured goods from European and Oriental countries where wages and living standards are low. It certainly does not apply to agriculture in which the chief competitor of the U. S. is Canada and the others New Zealand and Australia. Standards of living among farmers are certainly not lower in any of these Dominions than in the United States.

Another very important declaration is that in favor of a shipway from the Great Lakes to the Atlantic, of which Mr. Hoover has long been the leading advocate in United States public life. Of this he says that it would mean, through cheaper transportation to foreign markets, "so large an increment in farmers' prices as to warrant construction many times over." "There is," he adds, "no more vital method of farm relief."

Mr. Hoover cannot have it both ways! He cannot with one breath announce his intention of placing further disabilities on Canadian agricultural products, and in the next announce a "vital method of relief" which is contingent on the use of the Welland Canal (exclusively on Canadian soil) and a new St. Lawrence shipway which would in part run through exclusively Canadian territory. The troubles of the U. S. agricultural bloc are no concern of Canada's. If Canada is to assist in providing a "vital method of relief" for the United States farmer, it must be for a *quid pro quo* which will benefit the Canadian farmer, who with very few exceptions is wholly indifferent to the St. Lawrence shipway. For the present Manitoba and Saskatchewan are, rightly or wrongly, banking on the Hudson's Bay route and Alberta and British Columbia on the Pacific. The Ontario farmer apparently is hardly interested in the St. Lawrence shipway at all, and it of course means nothing to the farmers of Quebec and the Maritime Provinces who have been especially hard hit by United States tariff exactions which Mr. Hoover promises to make more severe.

### Mr. Massey's Broad Intimation

The Republican party might as well understand first as last, that no government could hope to retain power in Canada which made the concessions asked for by the United States on the St. Lawrence, while that country continues its efforts to boycott Canadian farm products that its city dwellers are anxious to obtain. Some months ago Hon. Vincent Massey gave the Washington administration a broad hint on the realities of the situation in his correspondence with Mr. Kellogg, the Secretary of State, on the subject of the proposed St. Lawrence Canal. Mr. Kellogg had spoken of economic handicaps to the farmer that would be removed by the project and Canada's Minister at Washington replied:



### ONE OF PAUL PEEL'S NUDE STUDIES

Acquired by the Canadian National Gallery, Ottawa, in 1895. It bears the meaningless title "A Venetian Bather", but is characteristic of Peel's skill in handling nude juvenile subjects. Paul Peel was born at London, Ont., in 1859, and went to Paris as a very young man where he studied under Lefebvre, Benjamin Constant and other 19th century masters. The above picture was painted in 1883.

"In this connection it may be said that Canadian agriculture is more directly affected by the restrictions on the importation of Canadian farm products which have been imposed by the United States in recent years, with the object, it is understood, of assisting agriculture in those Western States which would share so largely in the benefits of the proposed St. Lawrence waterway. This situation, and the effects upon the Maritime sections of Canada of United States duties on the products of the fisheries, are among the factors which have contributed to bringing it about that public opinion in Canada has not so clearly crystallized in favor of the waterway project as appears to be the case in the United States."

The Prime Minister, Mr. King, has disavowed any intention of linking up canal negotiations with tariff negotiations, but there is no reason why he should not do so. The fine sensibilities of Washington could hardly be wounded by so material a suggestion as a *quid pro quo*. And as the "Mail and Empire" points out the machinery for such a deal already exists. The resolution in the Fielding budget of 1923 still stands. It gives the Canadian Government authority to enter into negotiations with the Government of the United States for the purpose of making a commercial agreement, the United States on the one side, reducing by 50 per cent. the duties on cattle, wheat, flour, oats, barley, potatoes, onions, turnips, hay and fish, and Canada making equivalent reductions on similar articles imported from the United States.

But of course such a measure would utterly conflict with Mr. Hoover's proposal to give the American farmer "The full benefit of our historic tariff policy". Clearly he must drop one thing or the other. At last Canada has something with which to barter and if we understand Canadian feeling, no government can afford to lightly fribble it away.

### Quebec M.P. Fears British Influx

At a time when we are given to understand that the Liberal Government at Ottawa is putting forth resolute efforts to secure British immigrants for Canada, the language that some of its supporters are using on the matter falls somewhat strangely on the ear. Addressing an audience of several thousands at Armagh, Que., the other day, Mr. Oscar Boulanger, M.P. for Bellechasse County, thus delivered himself: "We want our land to be tilled by our own people, and not by good-for-nothings from Europe,

who will afterwards flee to the United States. England does not know what to do with these people whom we are bringing here with our money, and who will afterwards embarrass us. England is trying to drown us." One fancies that the British immigrant, who has had such glowing accounts, from Premier Baldwin and others, of the warmth of the welcome, in this land of "open spaces," that awaits the "willing hands" from overseas, will think that that warm welcome, as Mr. Boulanger, M.P., gives expression to it, is couched in the language of paradox. Lord Lovat, Under-Secretary for the Dominions and chairman of the Overseas Settlement Commission, happened to be in the Province of Quebec at the time this speech was made by one of its leading politicians, and he probably realized that, in this matter of immigration, as in so much else in the world of politics, there are wheels within wheels.

There is no blinking the fact that in Quebec there is a considerable body of opinion more or less in sympathy with Mr. Boulanger's outspoken views. "L'Action Catholique," of Quebec, published an editorial, a few days after his fulmination, which, while taking a side-swing at the importation of British miners to help in the harvesting of the Western crop, was very emphatic on the necessity of "restraining our immigration policy within the severe limits of our capacity for absorbing settlers." This sort of thing shows the way in which the wind is blowing. It is to be hoped that it is not accountable for the fact that, to so large an extent, our immigration policy has borne so disconcerting a resemblance to the mouse resultant from the birth-pangs of the mountain!

In Quebec, where a high birth-rate will, in time, do much to populate—in many cases, in view of the scale on which emigration from the Province has, until recently, been proceeding, it might be more correct to say repopulate—the "empty spaces," some parochial minds will continue to insist on "our land being tilled by our own people" alone. But the Government of a huge country like Canada, that so urgently needs the incoming of a big population, to develop her immense potential wealth, cannot afford to think in any terms of the sort. At any rate, it would likely do no harm if Hon. Robert Forke, Minister of Immigration, were to have a heart-to-heart talk with certain of the avowed supporters of the Government of which he is a member. If only a little of what we hear is true, the cold water that some of them are throwing, in private, on the object that Mr. Forke,

himself a native of Great Britain, presumably has at heart, is very much more intense, alike in volume and in fridity of temperature, than anything that has publicly emanated even from Mr. Boulanger.

### The Signing of the New Peace Treaties

Hon. Mr. King, the Prime Minister of Canada, has travelled to Europe on the same ship with Hon. Mr. Kellogg, of Washington, to attach his signature, on behalf of Canada, to one of the many treaties outlawing war as a means of settling international disputes, which have been framed by the United States Secretary of State. Whatever the ultimate fate of these treaties, everybody should realize that they are a step in the right direction. It is unfortunate that Mr. Kellogg is not, like the representatives of other nations who will sign the treaties, in a position to give an assurance that they will become an accomplished fact, so far as his own country is concerned. The United States Senate has long prided itself on its treaty-wrecking powers, which make the signature of a Secretary of State, or even the President, merely tentative. A majority of the Senate, desiring to make a fool of Mr. Kellogg in the eyes of the world, has power to do so, under the ratification privilege which that body enjoys, just as a similar majority made a fool of President Woodrow Wilson when the Versailles Treaty, which he had signed in 1919, came up for discussion.

There are not lacking signs that an effort will be made at Washington to cast into the discard the treaties which are this summer the cause of an international rejoicing in Paris. The business interests which desire enormous expenditures on a great navy for the United States, whether needed or not—the same interests that wrecked the Geneva disarmament conference—will probably be active against ratification. But there is no reason to doubt Mr. Kellogg's personal *bona fides*. Anyway, the treaties are a fine gesture, a great deal more to be commended than the treaties for joint action in the prosecution of war, which used to be negotiated in other times.

There are critics who say that the Kellogg treaties are merely intended to influence this year's presidential elections without really committing the United States to anything. Even if that were so; even if Mr. Kellogg were destined to die a disappointed man with his great idea discredited, it would be a hopeful sign. Pacific ideas were once unpopular election material, whereas war-like slogans had once a definite vote-getting value. Evidently that day has passed. A part of the world, if not all of it, is coming to a realization of the complete futility of war as a solution of international disputes. If humanity has not learned during the past fifteen years that the net rewards of war are corpses and nothing more, then the future of the race is dark indeed.

### Montreal's Robe of Mayoralty

It is only a few short months ago that Hon. Mederic Martin, as Mayor of Montreal, used to dazzle the eyes, and gladden the hearts, of the populace by appearing before them, on ceremonial occasions, arrayed, like unto Solomon in all his glory, in a purple silk robe trimmed with Russian sable. This "thing of beauty," however, is not, it appears, to be "a joy forever." For, if it be true, as the old adage tells us, that "Fine feathers make fine birds," then Montreal's present chief magistrate has decided not to be a fine bird.

At any rate, he is not going to wear the resplendent garment. It is not, he says, that he has any prejudice against it—indeed, who could feel hostile to so splendid a vesture?—but, as its wearing has been made the object of criticism, he intends to dispense with it. As the fur-trimmed garment is said to have cost somewhere around \$2,000 of the taxpayers' money, it is satisfactory to learn that it has been placed where moths cannot corrupt it or (presumably) thieves steal it. In other words, it has been put in cold storage—like its former wearer, the unkind will probably remark!

### Ontario Premier Returns

That the visit of Hon. G. Howard Ferguson to Great Britain has been fruitful of good results is apparent to anyone who reads the British press. His assurances of fealty between Canada and Great Britain was just what was needed. Even Mr. Ferguson's critics (who are not numerous) cannot deny that he, more than most public men, is in touch with Canadian sentiment. His enormous prestige in the Province of Ontario, and his unquestionable popularity in the other provinces of Canada, whatever their political affiliations, leave no doubt of that. His speeches abroad have tended to dissipate the unfortunate impression that Canada was growing indifferent toward British connection. The tone of the Premier's speech at the banquet in Canada House in July was especially admirable. He strongly repudiated this aspersion, and stated his belief that "the great constructive prospects of the Empire would place it in a stronger position in the future than ever it had occupied in the past." His declaration that the Canadians, for whom he spoke, did not desire to criticize the British attitude toward Canada, "but to sit at the family table as a member of the family and make a contribution towards the great developments and extension of the Empire," was naturally calculated to banish any lurking distrust as to future Imperial relations that may have arisen during the past year.

In interviews since his return, Mr. Ferguson has re-stated this attitude with even greater emphasis, and has said that the chapter of Empire development he foresees has definitely decided him to remain in public life, in order that he may have a part, however slight, therein. Some time ago, when not feeling his best perhaps, the



Premier spoke of retiring to private life. Evidently his words were more seriously intended than was believed at the time, and it is gratifying to note that with restored health he feels optimistic, not only with regard to the Empire, but in respect of his own usefulness.

Mr. Ferguson did not confine his tour abroad to Britain, or his investigations to purely Imperial questions. He has already foreshadowed changes in the educational system of Ontario, looking toward the development of great individuality in students and a broader sense of our traditions. He comes back from Northern Europe a convert to intensive agriculture, a much neglected field in most parts of Canada, and announces measures to make the soil more productive by research and scientific treatment. Ontario's steps in the latter direction will be awaited with interest, for what he says of the importance of intensive agriculture is equally applicable to Quebec and the Maritime Provinces. Quite evidently his journey will result in a very interesting legislative program in months to come.

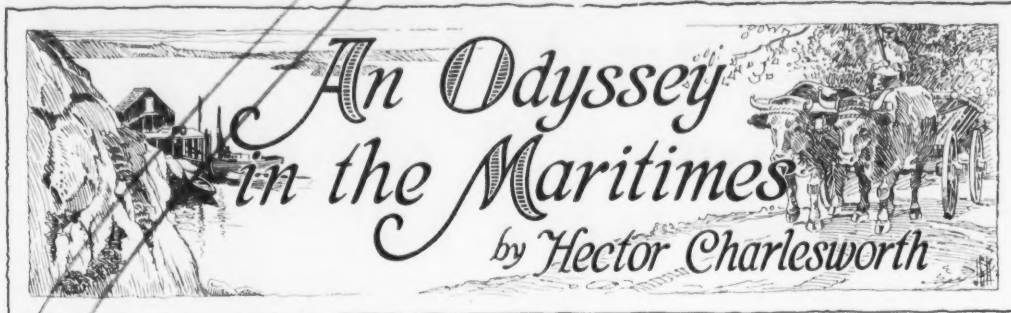
### Centenary of Great Organ of Opinion

Early in July the famous London organ of public opinion, "The Spectator", celebrated its centenary. Like many fine things in Great Britain, the publication was originally of Scottish origin. It was founded in 1828 by Robert Stephen Rintoul who had been editor and publisher of the "Dundee Advertiser" and who had come to London with the express purpose of founding a weekly publication of a reflective and critical character which would give "an historical record of facts as seen week by week through the mind of an active and zealous reformer". In the agitation which led to the passage of the great Reform Bill of 1832 it played a conspicuous part. The issues surrounding that agitation are probably more or less vague to the Canadian of today. In essence they were based on the demand by the growing industrial and commercial interests of Great Britain for a part in the government of the country which had previously been the exclusive prerogative of a comparatively small land-holding oligarchy.

"The Spectator" was thus at the outset an organ of Whig opinion and when in course of time the Whig party disappeared it gradually progressed into an organ of moderate Conservative opinion with a very strong humanitarian bias. Shortly after the death of Rintoul in 1858 it passed into the joint ownership and editorship of two great journalists, the late Meredith Townsend and the late R. H. Hutton, the latter a near relative of Dr. Maurice Hutton, Principal Emeritus of University College, Toronto. It is interesting to note that throughout its existence "The Spectator" has been under the direction of owner-editors, which assured its freedom in the espousal of temporarily unpopular causes if the foresight of its directing minds considered such policies wise.

The number of distinguished men who have been identified with its staff is very considerable. The late John St. Los Strachey became editor and proprietor in 1897 but had been connected with its staff since 1885 when he succeeded Herbert Henry Asquith who had been a leader, writer and chief reviewer for several years. Mr. Strachey was rather oracular in style but a man of profound mind, imbued with the ideas of Liberal Imperialism, though in a general way connected after 1887 with the Unionist party founded at that time by Joseph Chamberlain in rebellion against Gladstone's Home Rule policy. In 1925 he sold "The Spectator" to Mr. Evelyn Wrench the present editor and came on a lengthy visit to Canada. Those who met him intimately were deeply impressed with his profound sympathetic knowledge of Imperial questions and his sincere devotion to all movements for the improvement of the condition of the masses. He was the lifelong enemy of slum conditions, an evil inheritance of the unrestricted landlordism established in England before "The Spectator" began its great battle for the Reform Bill of 1832.

Two of Mr. Strachey's greatest personal friends were Theodore Roosevelt and Lord Cromer, and the latter, after his retirement from the post of High Commissioner in Egypt, was a regular contributor to "The Spectator". Another of Mr. Strachey's right hand men was the gifted and industrious writer, John Buchan, M.P., who retired from the staff in 1907 and was succeeded by John Black Atkins, previously war correspondent of the "Manchester Guardian" and still chief editor. Its managing director, Evelyn Wrench, on the occasion of the centenary early in July stated that the present policies of the "Spectator" were in keeping with its past. It is fighting for the awakening of the national conscience on the matter of slums; for disinterested management of the drink trade; for humane treatment of animals; for sympathetic policies toward Labor; for English speaking friendship; and for the League of Nations. Verily a platform well worthy of any publication.



THE towns of the South Shore of Nova Scotia are of New England origin, but when the traveller has made the circuit around the lower end of the province to Annapolis Basin he is in early French or Acadian country. It is the most fertile region of Nova Scotia but in establishing Port Royal, subsequently to be known as Annapolis Royal, Lieutenant General Timothee Pierre de Guast, Sieur de Monts and his chief associate, the great explorer, Samuel de Champlain were attracted by the fact that the Basin entered from the Bay of Fundy by the narrow Digby Gut, afforded safe harbor. This was in 1604, and here on the left bank of what is now known as the Annapolis river, and at its very mouth Champlain built his famous "Habitation" the first refuge erected by white men north of the Gulf of Mexico. In this region the first ships constructed on this side of the Atlantic, were built, the first crops were sown and reaped, and the wheels of grist mills first turned. The settlement antedated the coming of the Pilgrim Fathers to Plymouth Rock in December, 1620, by sixteen years. The latter was a sinister event for the Acadians because it resulted in conflicts that continued for nearly a century. In the Historical Museum at Fort Anne six miles from the mouth of the river, developed with loving care and enthusiasm by its curator, Mr. L. M. Fortier, is a series of portraits of all the sovereigns in whose names Annapolis Royal has been held since 1604, beginning with Henry the Fourth of France (Henry of Navarre) and ending with King George the Fifth. A mere glance at these portraits shows what a bone of contention the whole Acadia region was until 1710 when it definitely passed into British hands under Queen Anne.

#### WHEN ACADIA WAS A PAWN

Six times in all it changed allegiance in 106 years. Champlain's fort was taken from the French in 1613 by an expedition from the colony of Virginia under Captain Samuel Argall, but no attempt was made to oust the French settlers in the neighborhood until 1629. By this time James the First had granted the country to Sir William Alexander who named the whole maritime country "New Scotland." Under the captaincy of the latter's son, Scottish settlers came in that year and took possession of the left or what is now the Granville side of the river, and built a new fort on the site of Champlain's "Habitation," and the Acadians across the river judged it wise to move away. The Alexanders did something to offend Charles the First, for in 1632 he deprived them of his father's grant, ordered the destruction of the fort and gave the territory back to the French. The new Governor, D'Aulnay de Charnisay, decided on a stronger fortress and one better protected. He chose a location on the right shore farther up the river and there in 1635 the first fortress on the present site of Fort Anne, came into being, only to be razed as a result of quarrels between rival French factions. In 1654 a New England expedition under Major Robert Sedgwick came and took Port Royal in the name of Oliver Cromwell; but in 1667 under the terms of the Treaty of Breda it was restored to France. In 1680 it was temporarily occupied by the British again without conflict but in 1682 was back in French hands. In 1690 a Boston expedition under Sir William Phipps captured the old fort, but government seems to have been weak for the surrounding farms were shortly afterwards pillaged by pirates who in those days roamed the Atlantic. The French returned to Port Royal late in the same year, when all Europe was arrayed against Louis the Fourteenth, and found the British flag flying but no soldiers to defend it. The fort remained in French hands, despite attacks by New Englanders in 1704 and 1707, until in 1710 it was captured by General Francis Nicholson and passed permanently under British rule. It was during the last French occupation that the present Fort Anne, was built, a staunch stone structure of which the bastions and other ruins remain. It was much more formidable than earlier fortifications in the neighborhood.

Within the ancient confines of the old fort mowers were at work reaping a rich crop of hay on the brilliant July morning I saw it; the bobolinks were singing and the strident note of the cicada was in the air.

The historical Museum is in the ancient officers quar-

ters and there Mr. Fortier has assembled an amazingly varied historical collection embracing displays of arms, armour and munitions covering the whole three centuries or more since the white man's coming. Historical documents and portraits illustrate its early romantic story, and a natural history section the wild life of the region. Most interesting of all is a room exactly reproducing the living room of an Acadian home in the sixteenth century, cooking utensils, home-made fabrics, furniture, — all as it was, — even to an early print of the Madonna of sailors and fishermen. The Acadians anticipated modern artistic taste by a love of lively hues in their kitchens and the prevailing color is bright blue.

#### THE ORDER OF GOOD CHEER.

Later we drove along the Granville shore with Mr. Fortier to the mouth of the river and the spot where Champlain's "Habitation" stood. The site is now occupied by a white-washed farm house, with an ancient orchard surrounding it. Nearby a cairn has been erected by the Historic Sites and Monuments Board of Canada celebrating the names of DeMonts, Champlain, Poutrincourt and Lescarbot, the leaders of those who have established European civilization on the soil of this Dominion. It was moving to reflect that on this very spot, song and literature first came to Canada. Looking out over the rippling, sunlit waters of Annapolis Basin one recalled that on the soil on which one was standing the "Order of Good Cheer" was founded to assuage the gloom of exile. Mr. Fortier has published a brochure on the subject in which he gives chief credit to Champlain, although others believe that the inspiration came from the poet and historian Lescarbot. Lovely and peaceful beyond words as is the scene in summer time, it was no doubt sad and bleak in the long winter days and nights when the adventurers planned revels to comfort their loneliness. This year at Quebec the play of Louvigny revisualizing the Order was presented with music by Dr. Healey Willan, but Mr. Fortier's brochure reminds us that over thirty years ago, the late William McLennan of Montreal, one of the finest Canadian poets of the nineteenth century, whose work is to-day unjustly neglected, wrote a lengthy and eloquent ballad which was published in "Harper's Magazine" for February, 1893, describing a meeting of the Order, as conceived in the imagination of the poet, after reading Lescarbot's narrative of its foundation.

The twin villages of Annapolis Royal and Granville are delightfully quaint and "atmospheric." Granville, where the name of New Scotland or Nova Scotia first assumed a tangible existence, stretches lazily along the river bank, and its houses are embowered with flowers, at this time of the year. More beautiful are the wide streets of Annapolis Royal, over which great elms form an archway. The two hotels stand amid trees and lawns and look like spacious private residences. I was surprised to learn that the one where I stayed despite its great hall, broad stairway, and general manorial aspect, had always been an inn, and was designed as such when erected in 1860. It stands amid a plantation of cherry trees still in bearing despite their advanced age, and it has a special claim to distinction in that King George the Fifth rusticated there for a fortnight in the summer of 1884. He was then a sub-lieutenant of 19, on board H.M.S. Canada, attached to the North Atlantic and West Indies Naval Division. His signature and those of several other young officers who made holiday there with him are preserved, and since he became King his bed room has been preserved as a portrait gallery for himself and many other members of the Royal Family. At that time he had no thought of ever becoming the occupant of the Throne, and was evidently a frolicsome lad, for tradition has it that he once raided the cellar for more jam.

#### THE ANNAPOLIS VALLEY

The road from Annapolis Royal to Kentville, the shipping centre for the large fruit production of the Annapolis Valley is of a pastoral character quite different from the coastal scenery of the South Shore. Annapolis Valley apples have long been famous, and many of the farms are almost entirely planted with fruit trees. The red mud washed up in the tidal inlets is a natural fertilizer, rich in phosphates, and apple growing was introduced two centuries or more ago by Acadians, many of whom came from the cider country of Northern France. Evidence of vast production is shown by fruit warehouses in all the towns, as characteristic of the Annapolis Valley region as are grain elevators of the prairie provinces. A prominent Nova Scotian of old Acadian stock told me, however, that only 20 per cent of the land suitable for orchardists because of the character of its soil, has been planted.

I discovered in certain quarters a fear that all was not well with the Valley's apple industry. In the first place it is believed that many of the farms need replanting or regrafting with more marketable varieties of fruit than some of the older types. The conservatism of the older apple growers is extreme and they have never reconciled themselves to the modern regulations of the Federal Department of Agriculture with regard to grading and packing. Thus in the towns of the Maritime provinces one finds British Columbia apples sold in the stores in preference to the local product. This year the Ottawa authorities have consented to a relaxation of the rules with regard to grading, and the more progressive spirits fear that not only will Annapolis Valley apples lose their prestige in the export markets but the whole apple trade of Canada will be injured by this reactionary step. There is a feeling also that the apple growers are short sighted in neglecting auxiliary lines of profit like swine raising.

The Provincial Department of Natural Resources is making splendid efforts to overcome the conservatism which has retarded the prosperity of one of the greatest agricultural districts of the Dominion, and was in part at least, the cause of the exodus of young people. They are starting with the boys and girls, and by school fairs, swine clubs, poultry clubs and all sorts of agricultural clubs, for the young people are introducing new ideas and standards by which even their elders cannot fail



THE YOUTHFUL ST. JOHN THE BAPTIST  
The above beautiful work by the well known English sculptor, Dorothy Dick, now resident in Toronto, is exhibited in the Art Gallery of the Canadian National Exhibition.

to profit. Thus it is hoped that the younger generation will be induced to stay on the land, and production in all lines of mixed farming will be improved in quality and increased in volume. In short the Nova Scotia government is now doing what the Ontario government did thirty-five or forty years ago, policies of which Ontario is reaping the profit to-day in enormously increased agricultural wealth.

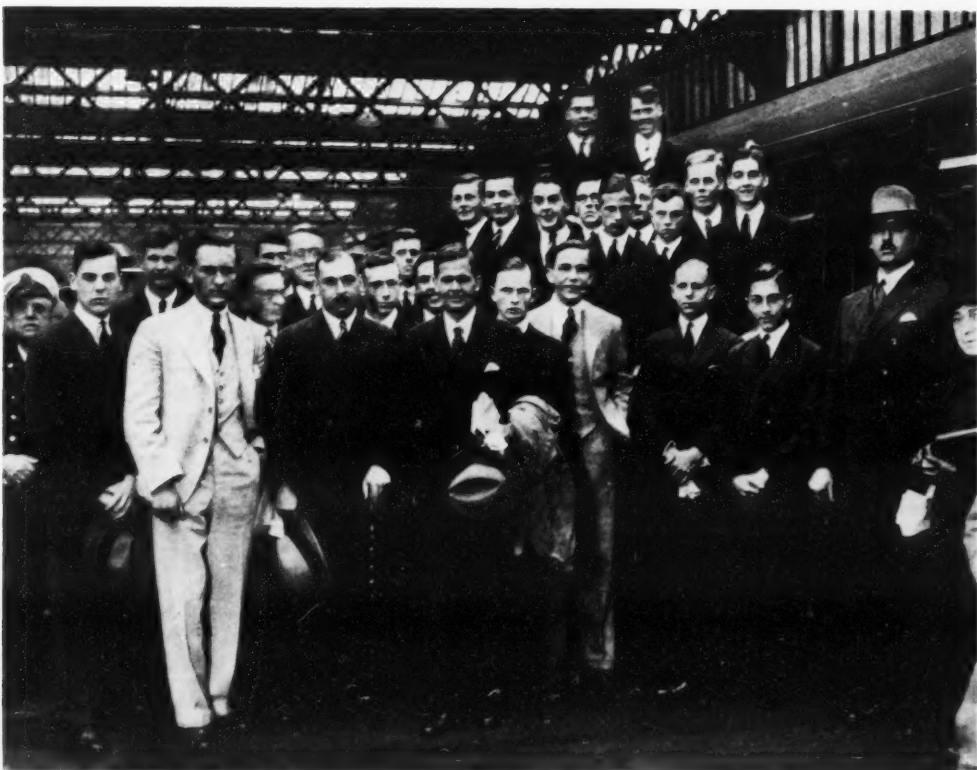
#### OLD ACADIAN SETTLEMENTS

The pastoral loveliness of all the Valley country with its quaint and charming towns like Kentville, Wolfville, and Grand Pre, makes one forget economic problems in the sheer charm of one's surroundings. At Kentville the Dominion government maintains a very fine experimental farm, a sister institution to that at Nappan, near Amherst. Wolfville is the seat of Acadia University, a most beautifully situated co-educational institution, founded many years ago, by the Baptists who are numerous in the Maritimes. From Wolfville the steamers run to Parrsboro across Minas Basin, and it is but 20 miles to the "Look-off" on Mount Blomidon, from which on a clear day seven counties can be seen. On the day I visited the "Look-off," the distant vistas were obscured but for an area of many miles one could see the country as from an airplane, with its regular pattern of red soil, and green and gold vegetation, with trees, houses and churches set down as in a toy village. The tide was out, and the glistening dun banks of the broad Avon River, navigable as far as Windsor, could be seen with ships resting on the mud until the incoming waters should float them. Returning from Blomidon we passed through Canning where before his entry into public life, Sir Frederick Borden, Minister of Militia in the first Laurier cabinet of 1896 practiced medicine. At the cross roads of the village we saw a monument to his son, Harold Borden, who was killed in the South African war, a debonair bust with the Stetson hat of the Canadian Mounted Rifles, surmounting a graceful pillar. Crossing the Habitant River and the Cornwallis River, through Wolfville again we were shortly in the village of Grand Pre with its memories of Evangeline, for it was at this point on Minas Basin that the great expulsion of Acadians took place in 1755 at the instance of Governor Shirley of Massachusetts. In 1919 the Dominion Atlantic Railway, a subsidiary of the C.P.R. acquired a site for a memorial park, which was placed under the care of the Acadian Historical Society and here a replica of the old church which stood in Grand Pre at the time of the expulsion had been erected together with a statue of Evangeline "Pleurant le Pays Perdu" (Looking Back in Tears on Her Lost Country) by the eminent Canadian sculptor, Philippe Hebert, himself of Acadian descent. On a hill half a mile away is the old Covenanters Church and right in the heart of the hilly village is the birthplace of Sir Robert Borden, an ancient farm house with deep verandah and surrounded by fruit trees so laden that their boughs touched the ground. In his boyhood it must have been a very quiet spot but Longfellow and the tourist has changed that condition in some degree.

Our way back to Halifax lay through Windsor, a picturesque shipping town, with streets that suggest antiquity. It was once the home of King's College, an Anglican establishment, removed to Halifax since its federation with Dalhousie University, and in the evening we sped past the fertile fields of Hants county until we reached at dusk the rocky environs of Bedford Basin with the lights of Halifax in the distance.

#### CA Gear Driven Auto Car

THE new car differs mainly from its precursors in that it is gear driven instead of chain driven. The result is much greater steadiness in running, while the power is in no way affected by the substitution of gear drive for chain drive. The main structural variation is that the engine compartment is an integral part of the coach, instead of being a separate unit articulated with the coach, as in the old type. The coach is carried on two four-wheel bogies of ordinary railway design, one of which is driven direct by the engine through spur gearing. To avoid turning the car, when employed in shuttle services, there is a small driver's compartment at the opposite end. It is fitted with a boiler capable of developing high steam pressure. There is a small luggage compartment between the engine and the main coach, and entrances are given through this and at the rear. The sides are panelled with large sheets of plate-glass above elbow level, affording an uninterrupted view of the scenery. The roof is lofty and elliptical in shape with plenty of ventilation, while patent glass ventilators above the panels admit air without draught. A pleasing feature of the arrangement is that the driver's compartment at the rear is separated by a glass screen which gives a good view of the line behind and at the same time adds to the general lightness of the car. The woodwork at each end is finished in special paint which gives a polished mahogany effect. The upholstery has also been improved. There is seating for 64 passengers.



DEPARTURE OF SCHOOL EMPIRE TOURISTS FOR CANADA  
This group of young men who are visiting this country under the direction of Rev. G. H. Woolley, V.C., M.C., was given a send-off at Euston Station, London, by Hon. Mr. Amery, Secretary for the Dominions.





# "SATURDAY NIGHT"

"The Paper Worth While"

HECTOR CHARLES WORTH, EDITOR

PRINTED AND PUBLISHED BY

CONSOLIDATED PRESS, LIMITED

CORNER RICHMOND & SHEPPARD STREETS

TORONTO 2, CANADA

MONTREAL - 10 Cathcart Street  
WINNIPEG - 304 Birks Bldg., Portage Ave.  
NEW YORK - Room 506, 505 Fifth Avenue  
CHICAGO - 185 North Wabash Ave.  
LONDON - 10 Norfolk St., Strand, W.C.

MILLER MCKNIGHT, BUSINESS MANAGER

Subscriptions to points in Canada, Newfoundland, \$4.00.

Great Britain, U.S.A. and Mexico, \$7.00. Single Copies 10 cts. All other countries \$10.00.

Entered as second-class matter March 6th, 1909, at the post office at Buffalo, N.Y., under the Act of Congress of March 3, 1879.

## NOTICE TO ADVERTISERS

Advertising contracts are solicited and accepted by the business office—by any representative of "Saturday Night" subject to editorial approval as printed on our contract form. The Editors reserve the right to reject any contract accepted by the business office, its branch offices, or its advertising staff—to cancel same at any time after acceptance—and to refuse publication of any advertisement thereunder at any time such advertising is considered by them as unreliable or undesirable. No contributions will be returned unless accompanied by stamped and addressed envelope. "Saturday Night" does not hold itself responsible for the loss or non-return of unsolicited contributions.

PRICE 10c A COPY

\$4.00 A YEAR

Volume 43, No. 41. Whole No. 1850.

## A Spoiled Race

By J. E. MIDDLETON

"MR. BOUNDERBY remarked to Mrs. Sparsit that Coketown people wanted to be fed turtle-soup out of a gold spoon."

The *Huronian*, surging through a Lake Superior fog, runs her forefoot on the solid granite of Lucille Island and sticks fast. It is three o'clock in the morning. The crew, from captain to steward, follow the routine prescribed for an emergency, get the passengers on deck with life-belts, and give them comfortable words. With the dawn the fog lifts; the ship is found to be close to shore, although with deep water under her stern, and everyone sees that the imagined danger has been diluted to mere inconvenience. The wireless sends out a call for aid and the passengers go to breakfast. When noon comes they go to lunch, and the meals on those Upper Lake steamers are always good, bountiful and well served.

Meanwhile, three or four husky tugs have arrived from Port Arthur, the largest of them a sizeable steamer. The sea is calm, the weather pleasant, and the passengers are transferred to the steamer without any marked discomfort. The crew of the stranded ship, knowing that the sudden rise of a wind might do infinite damage, toil at getting the cargo out of the forehold, in order to lighten her and make it easier to get her afloat. That cargo, naturally enough, is put into the steamer standing-by with the passengers on board. Once the hold is empty the tugs have a try at pulling the ship off the rock, a matter of vital importance to the Company. They fail, and the steamer adds her assistance, still without result.

A few of the passengers complain. They want to be taken to Port Arthur immediately, if not sooner. They are in no danger of death or even of dampness. But they are on serious business—taking a holiday—and delay is exasperating. They may agree that it is desirable to get the *Huronian* afloat, but the saving of half-a-million dollars' worth of property from the tricks and manners of Lake Superior, and the anxiety of the captain and crew, seem to be secondary matters, hardly worth considering. They no longer "ask" that the steamer proceed to Port Arthur; they "demand"; that is, some of them "demand." One wonders if that word was suitable in the circumstances.

The steamer gets away and lands the passengers at Port Arthur by ten o'clock at night. "Except for a few 'hot-dogs,' they get no supper; that is to say, they have been in a shipwreck, and have missed part of one meal, a degree of suffering to be recorded only by sensitive instruments.

The captain of an Atlantic liner, who had sailed a million miles of sea, once said that his profession had only one drawback—the passengers. Nowadays travel has



PETRA, THE ROSE-RED CITY OF ARABIA

From a painting by the young Jewish artist, David Bomberg, which will be seen in the British loan collection at the Canadian National Exhibition. It is one of the series of paintings of Palestine and Petra exhibited in London last winter under the auspices of the Zionist organization. Mr. Bomberg unites genius as a landscape painter with the spirit of adventure. Mr. Bomberg in 1918 painted the large decorative panel of Sappers at St. Eloi under Hill Sixty in the Canadian War Memorials Collection at Ottawa.

become luxurious. The liner on sea or lake is a first-class hotel; the purser is a hotel clerk, and the captain is the general manager. One wonders if those who go down to the sea in ships, who go holidaying in great waters, ever realize that waves, whether fresh or salt, and the north-west wind, are but imperfectly tamed by man, and still have infinite powers of mischief. To any one who knows Lake Superior, the luck of the *Huronian* is something to exclaim about. If the reef had been a little lower, and a little farther from the shore, the ship might have ripped her bottom out, with desperate consequences. Is there any possibility that tourists of our time are becoming like the people of Coketown? Do they want to be fed turtle-soup out of a gold spoon?

## A Missourian in Toronto

The Ontario Capital Through the Eyes of a Tourist

By ROSELEE HANLON

TO AN American, and a Missourian at that, the day in Toronto was singularly fascinating. I might have been in Kansas City, Hoboken or Charleston, for the hurry and the hustle-bustle of it all.

Yonge Street—What a jumble of impressions! There must have been a million women in yellow dresses downtown yesterday (I know I saw thirty anyway!) Yellow must be "good" this year.

Just ahead of me a beautiful regal-looking child was being smacked, SMACKED with a wet resounding sound, because he was annoying his mother by being "tired, mummy" at four o'clock in the afternoon. Tough! "Some day he'll come along, the man I love" being wafted from the door of a music shop and a dozen or more shop-girls stopping for a minute on their way to their lunching places. One remarking with a sigh, "Gee, but I just love music and art!"

A delightful half-hour spent talking to a little Scotchman met casually in the waiting room of an office building, while he confided to me that he thought he had a turn for writin' and though he was at the moment hungry he loved life and its intricacies dearly.

A department store rest-room filled to overflowing with tired shoppers and fretting children. Over in a corner two immaculate little old men are talking vehemently and not too softly. Sounds as if they might be refighting the Civil War or the Dempsey-Tunney fight, so excited are they, their eyes so sparkling. Maybe they're comparing grand-children's antics!

Stopped to enquire of an English-looking "bobby" how to find an address on King Street and was answered in such perfect Irish that I had great difficulty in understanding him. He pointed in English, however, and all turned out as he predicted. Too bad the streets are not more uniformly marked.

And coming toward me a smiling Italian woman, carrying a live chicken under one arm and a basket of beans in the other hand. One could hardly help smiling in return. You see it was going to be a very good Sunday dinner some place.

Lunched in a nice tea-room. Was amused at the flapperish young 'un who bounced down beside me and ordered "spaghetti and a coke" ate and ran; was somewhat sombered at the sweet-faced (she looked like a librarian) woman who painstakingly ate her cheese sandwich and sipped her lemon phosphate. All of which should lead me to confess that I had a hearty luncheon, soup and everything.

A delightful breath of the Old World in that woman and her two daughters in that book shop. Both girls had their hair hanging to their waists, and wore trim little suits and sailor hats. And—talking in rapid French to which their mother answered indulgently in English. Oh, yes, indeed, they were very much impressed with the big cityness of the city. One wanted almost to stand and listen to them effuse.

"Fresh lavender?" "Fresh lavender?" coming from a blind old man. Of course we wanted some. We'd been looking all over the city for just that thing. (Incidentally, we forgot to take ours out of his box!)

A window full of old pewter. Well, who'd have thought it possible? Somehow we'd always imagined pewter existed only in books. Enough lovely old pewter to gladden the hearts and sadden the purses of ever so many Americans.

"Yes, sonny, that's the Canadian coat-of-arms. That stands for England, that for Ireland, that for Scotland, and that for France. And there's the maple leaf." A father was showing it to his six-year old, on the bus that was to take us southward out of Toronto. "Aw, gee, dad, ain't the United States in it at all?" seemed to be the only comment the youngster could make on the subject.

Oh, dear, but it's been a tired day. Where are we going next? To Hamilton? I don't think I'll forget Toronto in a hurry. I like Canada I think.

## Jack Munroe

By P. W. LUCE

IT IS stated on the excellent authority of Jack Munroe himself that he is not dead, in spite of the positive identification as his of a body found in a hut near Rouyn, Quebec. The versatile prospector and soldier of fortune continues to be very much alive at Red Lake, Northern Manitoba, where he is as enthusiastic as ever in his search for minerals in spite of his sixty odd years.

Jack Munroe is one of the 39 survivors of the original Princess Pats. He enlisted in Ottawa when war broke out and did not return to Canada until 1919, when he complained that he was sorry the war had been so short, as he had enjoyed every minute of it. This may have been because he was an experienced warrior, having served through the South African campaign, though he considers this hardly worth mentioning. He is prouder of the fact that in his pugilistic days he once faced Jim Jeffries for four rounds and escaped a knockout, and also won a grilling contest from Tom Sharkey in Philadelphia, then at the height of his fame.

Among Jack Munroe's other claims to fame was his election as the first mayor of Cobalt, in 1906.

Five years later he was mayor of Elk Lake City, then a busy stopping place on the way to the Gowganda goldfields. The lawmakers of Toronto were paying scant attention to the needs of that remote district, and so Munroe decided to organize a Northern Ontario Board of Trade. He appointed himself chairman of the first meeting, and forthwith his troubles began.

Outside of himself, it didn't seem possible to find a man willing to make a speech. The hard-bitten men of the great outdoors were ready enough to curse the government most fluently to each other, but they were bashful about standing up before a crowd and orating.

An impasse had been reached when three newspaper men reached Elk Lake City and put up at the crowded King Edward Hotel. Two of these who shared a single bed under the eaves were notified by a bell-boy, that Mayor Munroe was on his way to cajole them into delivering the speech of the occasion. Neither wanted to speak, but they could not afford to disappoint the big man of the district. What to do?

One had an inspiration. Producing a flash of brandy he told his companion:

"Take a swig of this and hold it in your mouth when the mayor comes. Then let's get into bed."

When Jack Munroe entered the room he found the pair stretched out on the bed in ungainly attitudes and snoring loudly.

"Dead to the world!" he snorted, as he sniffed their poisonous breaths. "I'll have to get the other newspaper guy to speak."

The "other guy" was "Dinky" (afterwards Sir Edward) Morrison, of Ottawa. He made a wonderful speech, considering what he didn't know of Northern Ontario's problems.

## Montenegreins Honor B.C. Doctor and His Wife

A FAMOUS sculptor who has come all the way from Europe to make a bust of two British Columbians is now a guest at Halcyon Springs, in the Arrow Lakes, says the Vancouver "Province." He is Yanko



MRS. F. W. BURNHAM  
Honored with a memorial in Montenegro for services as medical associate of her husband, General Burnham, during the great war. She now resides at Halcyon Springs, B.C.



## Your Suit this Fall must be a Monarch

Monarch Knitted Suits for Fall set a new high standard for smartness—smartness of design, pattern and finish. Monarch quality was fixed—couldn't be improved—so our designers concentrated on style. The results are simply charming.

Be sure to see the full range at your dealer's.

## MONARCH KNITTED SUITS



Brajoivitch, graduate of the Vienna Academy, and a patriot of Montenegro.

He has been sent by his fellow-Montenegreins to pay tribute to Brig.-General F. W. E. Burnham, former president of the Canadian White Cross Society, and Mrs. Burnham, for their work on behalf of stricken Montenegreins during the war and after the armistice. General Burnham, formerly a member of the medical staff of Manitoba University and well known to hundreds of British Columbia doctors, was one of the first British officers in the Balkans in the beginning of the war, and was the last to leave. Seven European governments have honored him for his services.

For the work he and his wife performed in Montenegro and Albania their names will long be held in reverence.

Yanko Brajoivitch is one of the best-known sculptors in Southern Europe. Born in the palace of King Nicholas about a month after Alexander of Serbia was born, he is well acquainted with members of the royal families in the Balkans and in Italy. He has made busts of our own Queen Alexandra, Mussolini, Sir John Lavery and many other celebrities.

General Burnham, M.D., C.M., commenced his mission in the Balkans early in 1918, when he organized what was known as the Canadian war hospital fund, created to furnish medical and surgical relief to the suffering people of Montenegro, Serbia and Macedonia. It was purely a Canadian organization, supported by Canadian funds and carried on by Canadian volunteers.

General Burnham went to the Balkans in charge of the work, giving his services free, as did the nurses who accompanied him.

During the war the general was chief surgeon in charge of the British hospital in Montenegro, which was in the path of the enemy during the great advance in the latter days of the war. His hospital fell into enemy hands, but following many thrilling escapades, General Burnham evaded capture.

After serving on the Western front for many months, he returned to the Saloniki front, where he founded a well equipped hospital for the Allies, which was donated to the Serbian Government following the conclusion of the war.

The bust of General Burnham is being done in bronze, and that of Mrs. Burnham in white marble.

## At The Tomb of an Egyptian King

SHOULD he return and find the gaping throng,  
Loud voiced and blatant in his sacred tomb,  
The treasure rifled that had lain so long  
In tranquil splendor in that quiet room,  
Would he, remembering how on that last day  
With mournful pageantry the door was sealed,  
And, seeing alien hands appraise and weigh  
The lavish gifts of love that lay revealed,  
Be shaken with a swift fierce storm of hate?  
But, when he saw some walk with reverent tread  
And quickened heartbeat, pausing by the gate  
Reluctant trespassers upon the dead,  
Perhaps, he would not censure or revile  
But with his spirit's wider vision, smile.

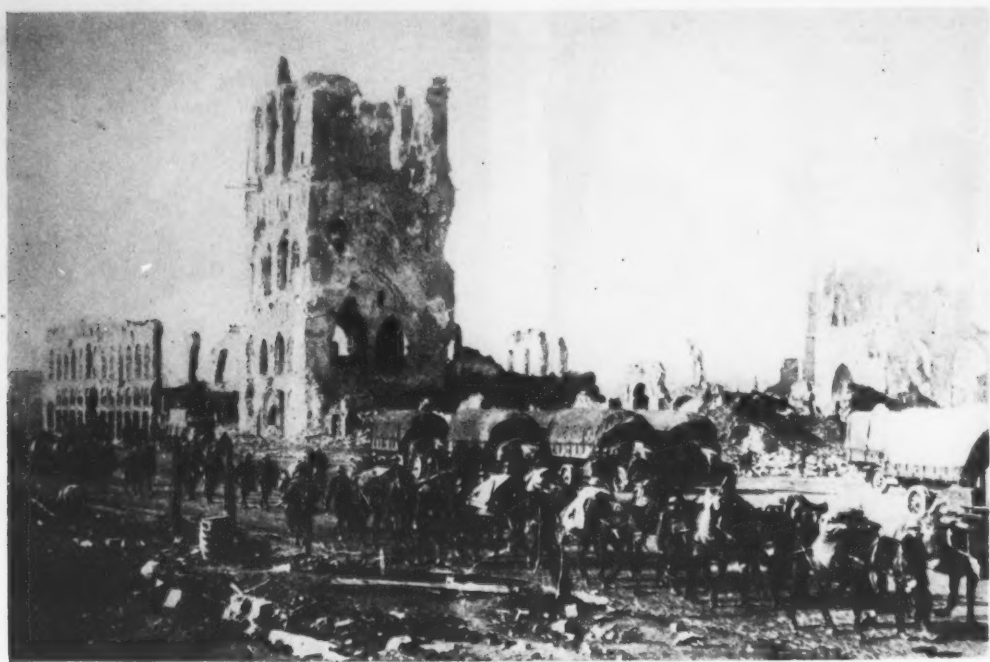
LOIS E. LONGLEY.

Halifax, N.S.



BRIG.-GEN. F. W. BURNHAM, M.D.  
Honored with a memorial by Montenegreins, now subjects of Yugo-Slavia, for the services of himself and his wife during the Great War. He now resides at Halcyon Springs, B.C.





THE RUINS OF YPRES  
One of the leading points in the "March of Remembrance" through the battlefields of the Western front in which the Prince of Wales participated.

## Le Bal des Quat'Z Arts

Paris's Annual Revival of Pagan Orgies

By FRANCIS DICKIE

IF SOME one had told me two years ago that I would walk calmly down some of the most famous thoroughfares of the city of Paris with little more clothes on than upon that day that I came into the world; that I would walk down the Boulevard Montparnasse, that I would walk down the Champs-Élysées, painted a more brilliant yellow than any North American savage, that I would go a-shouting member of a crowd of equally almost naked Frenchmen and their lady companions striding in Eve-like attire,—if some one had told me this, I would have told them they were more mad than was ever the Hatter in Alice in Wonderland. But all this and much more has come to pass because I wished to see and write about that world-famous Bal des Quat'Z Arts, that yearly revival of an ancient pagan orgy held by the artists of Paris. It has always been the most difficult of all the Bals of Paris for a foreigner to gain entrance to the inner hall. Thousands of foreigners in the past twenty years have paid sums of varying size for a ticket only to be thrown out; or more bitter pill still, to be permitted through the entrance gate and guided down a corridor and ushered once more to the street.

In my various visits to the cafes haunted by the artists around Montparnasse I had heard the sad songs of various English speaking young men who had tried in vain to enter the Quat'Z Arts Ball. And so I was filled with fear and caution. Thus it was that long months in advance I began my campaign to secure a sure and certain entrance. Last October I was fortunate to write something helpful to a French painter.

"If ever I can do anything in return, pray call upon me, my old," said my French painter. And at once I answered: "Help me to get a ticket for the Quat'Z Arts Ball."

He promised. This was in the month of October, and the Bal takes place the last week in June. The months passed quickly. Each time I met my painter friend I reminded him, and always he answered with a smile he was attending to the matter. "I am working on it, mon vieux; rest you tranquil. I am working upon it."

The last week of June came. My painter friend met me four nights before the Bal. He introduced me to a large and buxom lady, and in the end through various negotiations conducted by her, I obtained a ticket. The price was six hundred francs—twenty-four dollars. I was then informed that on the afternoon preceding the Bal I must appear at the atelier with a lady who would then be informed as to what her costume should consist. The number of young ladies, particularly of Anglo-Saxon origin who reside in the Montparnasse district of Paris and desire to attend the Quat'Z Arts Bal is great. As soon as it got about among my friends that I had secured such a priceless treasure as a ticket, I was besieged with applications by fair young persons desiring to pass the difficult gates. All of which goes to prove that the female is even more curious than the male.

Promptly at the appointed hour the next afternoon I presented myself at the atelier with a bona fide feminine companion. The thirty gathered gentlemen were loud in their praises. Our visit really was needless. For they merely informed her the less she wore the better.

The day of the Bal was broiling hot and still, for which later I was thankful. At half past seven once more I presented myself at the atelier. In one corner of the room a score of young men entirely nude were busy covering themselves with yellow paint out of various bottles. I needs must join them, after hanging my clothes on a nail assigned me. We helped each other plaster paint upon parts of our anatomy not easily reached. Then about our middle wrapped a thin strip of leather, and donned sandals. As we dressed for the occasion, or rather undressed, dainty maidens kept filing in, short maidens and plump, tall maidens, fine of line, the models from the district. Some wore girdles of straw, others airy gauzy wrappings.

Each year for the Bal a certain period in history is chosen to be represented by the costumes. This year it was the Bal of The Huns. So now, when thirty gentlemen who were to attend had finished painting and donning their scant covering of skins and their sandals, the various maidens with black pencils drew upon the manly faces magnificent mustaches to further carry out the resemblance to those marauding savages of the long ago.

At eight-thirty the atelier prepared for the first lap of the evening's journey. With battle axes of wood and long spears in their hands, with strings of bones about their necks, or great bones clasped in their hands the lordly males proceeded, each with a female at his side, down the narrow stairs. Down the rue de Départ they marched in the fading light of the hot summer day, while the good bourgeois stared. Turning into the

Avenue du Maine the howling marchers entered a restaurant and sat down to dine.

What noise! What howlings! With the arrival of the meat and the green beans a battle royal began across the width of the room. The air was full of flying bread, green beans and chunks of steak. Meat smacked against bare bodies and the huge mirrors above the tables, and the floor became a green and slippery mess of beans. The owner of the restaurant should have known better than to serve ice cream for dessert. Most of it was slapped on the backs of the ladies to an accompaniment of high screams.

Now once more the Huns are on the march. This time on to the Boulevard Montparnasse, and through the great cafe "La Coupole" that vast as a railway station. After marching through the cafe the horde hurries on to the Metro station. Into the underground they plunge and storm the first class car. While they are rolled onward beneath the city toward the Place de la Concorde, some of the Huns do gymnastics from the central bars of the coach. At one end of the car a young lady hangs upside down from the bar and drinks from a fast emptying bottle of brandy. The horde leaves the coach and marches on down the Champs-Élysées, defying the hurrying swarm of taxis and motors that like black ants in flying advance race on toward the Arc de Triomphe. They turn off at the Avenue Wagram. Now other bodies of marching Huns are encountered, equally naked, equally noisy. Both sides of the street are lined with giggling citizenry. Two hundred yards further on the press goes thicker, but now held in order by double lines of police standing shoulder to shoulder and protecting the entrance to the Salle Wagram. For two hundred feet in front of this, spreading over an area of sixty feet, is a jammed, yelling melee of half naked people clad in skins and sacking, waving clubs and axes and spears, the while they fight their way towards the entrance that is barred by a line of heavy wooden palings, inset in which are two narrow entrances. Beyond the palings can be faintly glimpsed narrow runways made of heavy scantling. Above each entrance two enormous men, painted entirely black, like eunuchs of eastern lands, crouch on the cross-beams and poke downward with their swords at the writhing struggling men and women seeking entrance. The pressure is terrible. Even strong men gasp. How women stand it is a marvel. From the different ateliers come their tribal yells. One by one the assaulting Huns pass through the first gate into the narrow, zig-zagging runways. My heart stands still. At last we enter the vast hall where for days scores of men of the four arts have been decorating. Twenty ateliers have built caves in the semblance of rocks.

On a platform at one end of the room an orchestra plays, and ten men in long pink gowns sit waiting with long horns. Comes the hour of midnight. The men in the long pink gowns raise their horns and tooting a tuneless tune march down to the ground floor. Before each cave they blow long blasts. Around the room they pass while two thousand modern savages sit upon the floor and greet their passing with an inferno of yells and shrill whistlings. Before each cave they pause two minutes. Now on the upper platform appears a very fat man in a green costume waving an enormous papier mache sword. He points to the cave which has been judged the most artistic. His judgment is greeted with a mingling of jeers, joyous acclaim and ear-piercing whistles. The orchestra strikes up for a moment, and upon the wooden platform a naked girl appears, the first model in the contest for the most beautiful women of the evening.

Slim and whitely gleaming, and she moves with grace. Upon her head is wrapped a silvery band. There is something snake-like in her thin, fine features. And upon the vast floor of the Salle two thousand men and women hardly less clothed about their disapproval or acclaim. She gives place to the next. This one is short and stout, and her abdomen is covered with red paint. Her hair is a tangle of thick black strands, and her smile is horrible as Medusa of old. How can she dream of winning. Yet she stands, bold and defiant. A moment and the black attendant sweeps her back off the platform. There steps in her place such a dream of female loveliness that the great auditorium is suddenly for a moment stilled. Here is Spring, all the beauty and the promise and the glory and wonder of girlhood, of youth triumphant. Her eyes are as the deer in the depths of the forest. The din of approval is deafening. She passes. More beauty marches upon the stage. But there is nothing to compare to this slim black-haired creature that has about her some spiritual dreaminess of the wood-nymphs of ancient Greece. She wins the prize, and is crowned queen of the Quat'Z Arts Bal.

Now four men, painted coal black and almost entirely nude, clear a wide path down the centre of the hall. There enters four more bearing a huge wooden rack upon which is lashed the bodies of nine lambs just freshly roasted upon an old-time spit. To the edge of the platform the eunuchs march, and halting stand. Upon the platform two men with hatchets and long knives appear carrying a long table. A naked black man lifts the long pole holding the first lamb and throws

## THE JENKINS' ART GALLERIES

OLD SILVER  
SHEFFIELD PLATE  
EARLY CHINA

28 College Street  
Toronto

B. M. & T. JENKINS LIMITED

Phillip's Square  
Montreal

You Cook More Than  
1000 Meals a Year—  
Isn't it worth while  
using an  
Electric Range?



IN MANY Toronto homes you'll find this efficient Electric Range—handsome, well-built and capable of turning out the most delicious cookery.

It has four heating plates, a spacious and well-insulated oven and a good-sized warming cabinet.

The oven has top and bottom heating elements—an exclusive electric range advantage! It has an accurate thermometer and handy switches to make heat-control very simple.

This range also has an "outlet" to which your electric iron, toaster or other portable appliances may be connected.

AND then, this electric range is the last word in cleanliness—no smoke, no dust, no fumes. Its smooth, durable finish stays bright and new-looking.

The price is \$125.00—or if you wish to avail yourself of Hydro's deferred payment plan, the total is \$131.25 (\$15.00 down and the balance payable at the rate of \$15.00 a month with your lighting bills).

Come in and see this popular Electric Range—we will be glad indeed to give you all information and show you why Electric Cooking is the modern, cleanly and most successful method.

## TORONTO HYDRO-ELECTRIC SHOPS

Yonge St. at Shuter

12 Adelaide St. East

Telephone — ADElaide 2261

Keep Canada Prosperous—Buy Goods  
Made in Canada

### SUMMER TRAVELLERS APPRECIATE "THE CONFEDERATION" SERVICE

"The Confederation" Canadian National Railways' most popular train, is greatly appreciated by travellers for its comfortable, modern service.

From Toronto, it gives a rapid through service to Vancouver, through Winnipeg, Brandon, Regina, Saskatoon, Edmonton, Jasper Park and Calgary.

Fully equipped with standard and tourist sleeping cars, dining and compartment—library observation cars, radio and valet service; this all-steel train makes the journey to Vancouver a pleasant pastime. Full information and reservations from Canadian National Agents.

**SHEA'S**  
HIPPODROME  
THEATRE

Better leave the best girl home for they'll steal her heart away.

— NEXT WEEK —

### "A NIGHT AT THE CLUB"

Featuring the Best Male Ensemble in Vaudeville

and headed by

**HOLLIS DEVANY**

For three years starred in "Blossom Time."

On the Screen

**Laura La Plante in "Home James",**



# WRIGLEY'S NEW HANDY PACK P.K. CHEWING SWEET

A treat in the Peppermint-flavored sugar-coated jacket and another in the Peppermint-flavored gum inside—utmost value in long-lasting delight



## LAKE LODGE SCHOOL FOR BOYS GRIMSBY, ONT.

Founded 1896 by the late W. J. Drope, M.A.  
Courses leading to University, R.M.C. and business. Small classes permit of individual attention. Ratio of masters to boys, one to ten.

Sports of all kinds encouraged but in no way permitted to interfere with academic progress.

References:  
Rt. Rev. D. T. Owen, D.D. Bishop of Niagara, Rev. F. H. Cosgrave, Provost of Trinity College. (Members of the Board of Governors).  
For prospectus, apply to Major the Rev. Gore M. Barrow, Principal.

## Glen Mawr

651 Spadina Avenue, Toronto  
RESIDENTIAL AND DAY  
SCHOOL FOR GIRLS

Principal — Miss J. J. Stuart  
Classical Tripos, Cambridge University, Eng.  
Individual attention; homelike atmosphere. Highly qualified Canadian and European teachers. Primary to honour matriculation. All art subjects. Gymnastics, swimming and organized games. Boys of preparatory age in day school.  
School re-opens September 12th  
Prospectus from Miss Stuart

## STOPS

### SEA SICKNESS

—in the roughest waters. This appalling nausea is unnecessary suffering. Mothersill's prevents Travel Sickness on your journeys by Sea, Train, Auto, Car or Air.  
75c & \$1.50 or Drug Stores or direct  
The Mothersill Remedy Co., Ltd.  
New York Montreal Paris London



## HOMELAND SANITARIUM GUELPH, ONTARIO



A hospital for nervous and mild mental cases. Beautiful and restful surroundings. Every facility for all treatments. Rates moderate. Address, Harvey Clare, M.D., Medical Superintendent.

Healthy men, ages 15 to 45, may obtain a policy for \$2,500, without medical examination.

## EXCEL

POLICY PROVIDES FOR:  
\$2,500 in event of natural death  
\$5,000 if accidentally killed.  
\$25 per month if totally disabled, as well as \$2,500 at death

RATES FOR \$2,500

Age	Rate
20	\$43.00
25	48.45
30	55.00
35	61.95
40	76.10

Mail this coupon TODAY

Excelsior Life Insurance Co.  
Excelsior Life Building, Toronto  
Please send me particulars about your "Excel" Policy.

Name ..... Age .....  
Address ..... N



"THE SMITHS" BY WILLIAM BLAIR BRUCE  
One of the most interesting works in the Canadian National Gallery, acquired in 1909. The painter was a native of Hamilton, Ont., born in 1859, and as a young man was a pupil of Bouguereau and Tony Robert-Fleury. The latter part of his life was spent in Scandinavia and on his death in 1906 retrospective exhibitions of his works were held in Paris and Stockholm.

It upon the table. Swiftly the beast is chopped up, and the great pieces of meat and bone hurled into the hands of the packed crowd awaiting, for wine and dancing have whetted the hunger of the gathering. Around about the rack other black men stand on guard, but they are not sufficient to prevent a swift charge on the part of two of the hungry Huns. Swiftly the lambs are cut up on the platform and tossed to the crowd below, which now numbers nearly three thousand persons. Loaves of bread, in turn are hurled through the air to the savages below.

Again the orchestra strikes up. The dance grows swifter. The floor is more crowded. Restraint is gone. The dancing floor becomes more and more dotted with feminine beauty as it was in the First Garden, and here and there an Adam now appears unashamed.

The night grows older. The dancers thin on the vast expanse of floor now greasy with chunks of lamb, spilled wine and banana skins. Here and there a strong man with an Eve mounted upon his shoulders runs unevenly across the floor. This is now the favorite game. More maidens ride Hunnish heroes about the floor, their laughter is shrill and their eyes are gleaming from fires fanned by alcohol. Thus it was in ancient Greece in the sacred groves, at the Saturnalia in Rome and the temple of Aphrodite in Alexandria. Forgetting the world of decorum for a night—this is the Quat'Z Bal, famous pagan revel to which the artists of Paris give themselves each year in June.

## The National Gallery of Canada

Canadian Section; Article I.  
By STEWART DICK

AS THE main reason for the existence of the Canadian National Gallery is the encouragement of art in Canada, naturally the section devoted to Canadian art is of special importance. As at present arranged it occupies one floor of the gallery, and is the most complete collection of Canadian art available for study in Canada or elsewhere. In the new building, which I understand will come into existence in the near future, the Canadian Section will become more and more the predominating feature of the gallery.

The interesting—indeed in Canada the burning question—immediately arises, is there yet a distinctively Canadian Art? We all know there is a great deal of art produced in Canada, some of it of a very high order, but has this art any distinctive qualities, (apart from subject), that mark it as Canadian? Could we pick it out as Canadian in any ordinary mixed exhibition?

Mr. Eric Brown, the able and energetic Director of the gallery, answers the question in the affirmative. He has entered the lists as the champion of Canadian art, and at Wembley and since then, has done all he could to make it known in Europe. Perhaps he feels a certain responsibility. He was in at the birth, almost in his official capacity, acted as accoucheur one might say. And doubtless it was a proud moment for him when he introduced to an astonished world the "Group of Seven." Of late he seems to have wavered a little in his allegiance and to have cast longing eyes away back to the aboriginal work of the Pacific Coast Indians. Indeed in a recent exhibition he tried the quaint device of mixing the old with the new, making both ends meet, to see what would happen. Nothing seems to have happened yet but let us "wait and see."

Anyhow he and other observers see in recent Canadian painting a definitely new departure, opening up fresh ground and bringing new features into contemporary art and are anxious that it should have every possible encouragement.

The whole subject of Nationality in Art and Canadian Art in particular, demands fuller treatment than can be given in this article. In these days of easy modern travel, and with the widespread circulation of photographic reproductions of every new phase of art as it arises, the old National barriers are becoming more and more broken down. Art is becoming more and more cosmopolitan. I see in modern Canadian and American painting reflections of all the European styles.

As I survey the collection from 1840 to 1926, Canadian painting seems to fall broadly into two divisions, and the dividing line comes just in the beginning of the present century.

In the first phase, which we may term the nineteenth century, the work reflects faithfully the changing fashions of contemporary European art, then with the coming of the new century there is a growing freshness and vigor, a consciousness of power, and in particular the emergence of a group of landscape painters devoting themselves exclusively to the portrayal of Canadian scenes. Doubtless the methods employed by them are the methods of modern European painting, doubtless a great deal is derivative and can be traced to the example of European masters, but just as Old Crome and Constable steeped themselves in the quiet peace of the English country side and as the Har-

bison school lived on the skirts of the forest of Fontainebleau and interpreted its spirit, so these Canadian painters are endeavoring to express the spirit of their own land.

The styles of the individuals vary greatly—and there are many more of them than merely the "Group of Seven"—in fact, I think that the style in almost every case is more personal than national, and that is why I should hesitate to talk of a Canadian School, but they all have this in common, that they are expressing a genuine emotion, something not borrowed from other painting, but felt directly in communion with nature. And furthermore they are presenting to us a phase of nature almost entirely new to pictorial art.

The series of Canadian paintings in the gallery begins with a few early works dating back to almost a hundred years ago. The general tendency is to scoff at those early paintings with their conventional outlook, their faded coloring and their timid handling, but I think as time goes by we shall look on them with more and more respect. With all their faults they do give us a contemporary record of the Old Canada that has passed away, and in spite of their prim mechanical treatment, they have an old world charm and sincerity that gives them a certain quiet dignity.

We start with a group of paintings by Paul Kane. Born in Toronto in 1810, (York it was in those days), he painted first at home then in the United States, until he saved enough money to go to Europe and study there. Returning in 1845, he travelled the country under the auspices of the Hudson's Bay Co., by canoe, horse and foot, crossing the Rocky Mountains and reaching Vancouver. He devoted special attention to the portrayal of the manners and customs of the Indian tribes and his paintings of Indian life now form an invaluable record. A typical example is to be seen in the painting "Indians playing Alcoholic."

Another early painter is the German, Cornelius Krieghoff, born in Dusseldorf, in the year 1812. His subjects are drawn chiefly from the French Canadian district round Quebec and Montreal and though clearly showing their German origin his paintings depict faithfully Canadian life as it was in those early days. Like the Dutch painting of the 17th century they give us a real glimpse into the everyday life of the people.

As we pass through the Victorian era we have a number of Canadian painters following closely on the European models, and we notice a phenomenon which occurs also in the United States, that some of the best painters left Canada and spent their lives chiefly in Europe.

James Macdonald Barnsley, born in Toronto, seems to have worked mainly in the north of France. In his "Dieppe Harbour," dated 1883, he gives us a painting which might well have been the work of an English water-colourist of the period.

Paul Peel, born in London, Ontario, studied in Paris and became an accomplished painter. His nude study, "A Venetian Bather," dated 1882, shows us the typical artificial product of the Parisian studio of the day.

Homer Watson devoted himself to landscape, following faithfully in the footsteps of Constable. His large canvas, "The Flood Gate," is like a more sombre, more elemental Constable, and has a certain grim power.

In Horatio Walker's work we have French-Canadian rural subjects depicted much as Jean Francois Millet depicted the French peasant (though without the same tragic power), or as Mauve painted the shepherds with their sheep on the sand dunes of Holland. It is the quiet settled life of the older part of Canada, not of the pioneer or the backwoodsman.

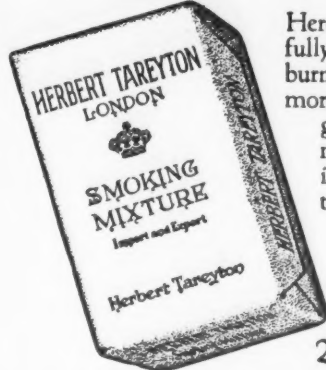
When we come to Blair Bruce, we have a definitely more modern handling. He is following on the lines of the French Impressionists, and in his large composition "The Smiths," he gives us something of the luminous quality of George Clausen.

Another artist closely linked up with the old world and belonging to the older group, though he died only in 1924, is James W. Morrice. Born in Montreal in 1869, after first being trained as a lawyer, he went to Paris and studied in several of the studios there. He belongs to the group of followers of the French Impressionists. Like Conder and Sickert, he might almost be classed as a disciple of Whistler, with a touch of Boudin, and many of his subjects are taken from the little towns on the north coast of France. Later on we find him painting in Venice, Morocco, Cuba and elsewhere. He has the light touch and the gaiety of a butterfly flitting from flower to flower. He is dainty and accomplished, but he never quite equals his models; he is flimsy and strikes no roots.

High noon. Deep peace broods over all;  
The dry leaves rustle as they fall,  
Turning and twisting in the air,  
While over-head the sky's strong blue  
In pattern boldly traced shines through  
Black boughs enlaced, and gold leaves fair.  
All pale far woods and hills appear,  
Remote, yet delicately clear,  
Through veil on veil of shining mist,  
Like happy wraiths the people pass;  
Long shadows lie athwart the grass  
Aflash with dewy-drops, sun-kissed.



## Herbert Tareyton Smoking Mixture

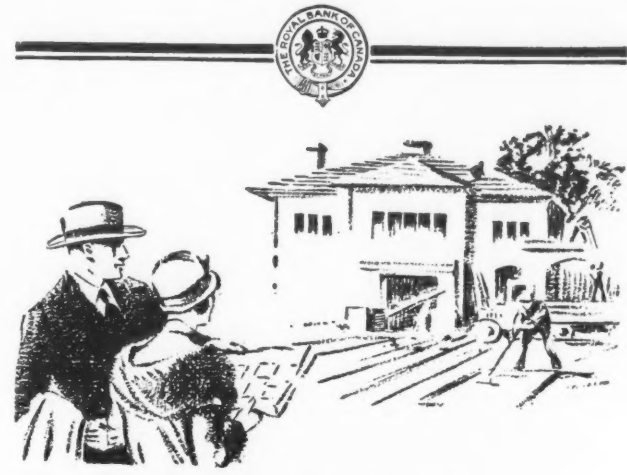


Here is good news. Carefully selected leaf, blended to burn slowly, to impart a more satisfying flavor, to give a c-o-o-o-l, m-i-l-d smoke. That is why Herbert Tareyton makes lasting friends.

25¢ in Heavy Foil Wrapper  
Hermetically Sealed

THERE'S SOMETHING ABOUT IT YOU'LL LIKE!

TS71



## Instalments

HOMES—clothing—education—even pleasures and luxuries—are bought on the instalment plan; but few people realize that money—the force behind all buying—can itself be bought by instalments. By making payments of \$4.52 a week you can buy \$1,000 in four years. Ask our Manager about it.

## The Royal Bank of Canada

Serving Canada Since 1869

## She thought it would be too expensive

The old lady was so hungry for the sound of her daughter's voice that she made a desperate resolve — she would call her by Long Distance!

She had never before spoken over a long distance line, but the operator was kind and helpful. In a moment the beloved voice was sounding in her ear.

What a delight—how it eased her mind and rejoiced her heart.

And when the telephone bill came she found the call had cost only 45 cents.

Now the Sunday evening talk to the absent daughter is a regular thing. More—it now costs only 25 cents, for instead of asking for her daughter by name, mother gives "Long Distance" the distant number — hence the charge (after 8.30) is only 25 cents.

Many do not realize how inexpensive Long Distance really is.

W. J. Cairns

Manager.



603





### Vacation Time

is a pleasant break in the routine of everyday life. Have you considered the equally pleasant recreation music offers you, throughout the Autumn and Winter months ahead? Come and hear the

### STEINWAY

the world's finest piano, on your return to the city.

### PAUL HAHN

& CO.

8 Bloor East.

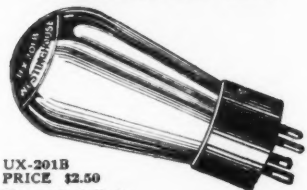
**ROYAL ALEXANDRA**  
NEXT WEEK  
MAY 25-27, 50¢ to \$1.00  
MAY 28-30, 50¢ to \$1.50  
EVENING PRICES 50¢ to \$2.00

**The DUMBELLS**  
10th ANNUAL REVUE  
"Why Worry?"  
WITH  
AL PLUNKETT  
"RED" NEWMAN  
FRED EMNEY  
AND A DOZEN FAVORITE STARS PLUS  
15 GLORIOUS GIRLS

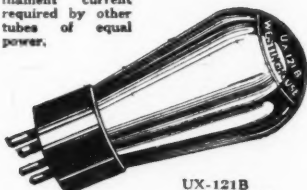
**Donald Heins**  
VIOLINIST  
Studio: Toronto Conservatory of Music

1874 1928  
**THE NATIONAL SCHOOL**  
OF ELOCUTION AND ORATORY  
Courses for Teachers,  
Platform and Stage Preparation,  
DIPLOMAS AND DEGREES  
Recitals and plays presented and broadcast.  
CATALOGUE D. O. SHOEMAKER  
48-12 Chestnut Street, Philadelphia, Pa.

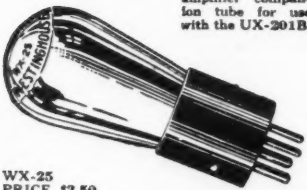
### Westinghouse Radiotrons



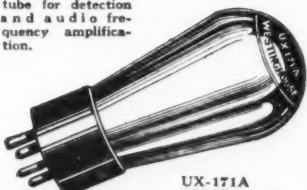
UX-201B  
PRICE \$2.50  
Uses only half the filament current required by other tubes of equal power.



UX-121B  
PRICE \$4.25  
The new power amplifier compensation tube for use with the UX-201B.



WX-25  
PRICE \$3.50  
The powerful specially designed tube for detection and audio frequency amplification.



UX-171A  
PRICE \$4.25  
The best power amplifier for use with the standard UX-201A radiotrons.

### Westinghouse Radiotrons

### Boarding School for Girls on English Lines

King's Hall, Compton, P.Q., is conducted along English lines adapted to the Canadian Girl. Progressive methods of education, individual attention, outdoor life and athletics, healthful location in beautiful countryside, own farm. 80 boarders from 12 years to McGill Junior Matriculation standard.

Lady Principal, Julia Tugwell, B.A., Oxon, assisted by a fully qualified staff.

Full particulars on application to Secretary.

### KING'S HALL

COMPTON, P.Q.

## MUSIC and DRAMA

### Coming Events

THE regular theatrical season in Toronto will get away to a flying start Monday evening, August 27th, when Captain Plunkett brings his newest and most elaborate Dumbells revue, "Why Worry?" to the Royal Alexandra theatre after a week out of town.

There has been more interest manifested in this production than was ever evidenced in regard to any other all-Canadian entertainment.

One reason is that The Dumbells company of well-loved favorites has been doubled by the addition of fifteen charming Canadian girls. Another point of interest is that it will be the tenth annual season for this splendid group of ex-soldiers, and Captain Plunkett has promised to make it the greatest entertainment ever staged in this country.

The Dumbells already hold practically every record in theatrical circles, and this season they are out to eclipse all their own former efforts.

The sentimental songs that have been identified with Al Plunkett take on added charm by the presence of twelve pretty girls in the choruses, while "Red" Newman fairly revels in the contrasts between his characterizations and the charm of youth and beauty.

Fred Emney, an old-timer in the girl-and-music type of revue is right at home among the young ladies.

Harry Binns hits a new high note when he sings directly at one or a dozen in his "garden of roses," while Morley Plunkett proves himself a real dancer by setting the pace in fast stepping numbers.

Captain Plunkett has saved an important part in the new revue for himself and the musical setting which opens the second act retains the traditions of his former appearances in this portion of the program.

As "Why Worry?" is really a jubilee celebration of The Dumbells, the revue abounds in khaki sketches and fragments from France and Flanders.

Fundamentally, the Dumbells company is still a military organization, and "Why Worry?" has been designed to retain the appeal and carry on the masculine charm of other years.

EVERY ONE knows that jolly song "for it's always fair weather when good fellows get together," and the management of Shea's Hippodrome has provided for the week beginning Aug. 27, a show that will arouse the enthusiasm of both good fellows and girls. It presents the best male ensemble in vaudeville with Hollis Devany, for three years the featured player with "Blossom Time." Titled "A Night at the Club," it presents a group of good fellows who are a super-fine vocal octette. Gathered in the grill of their club and like good fellows are wont to do they burst into song,



JEANNE ALEXANDREA

Dramatic soprano, who is featured at the Uptown Theatre week of Aug. 25.

but this song is not mere barber-shop harmony. Each man in the group has gained vocal distinction in some one of the amusement fields and their ensemble work has been carefully directed.

There will be plenty of laughs on the bill and Joe Niemeyer will be the chief dispenser. He and his company present a laugh piece which they call "Samples." Mr. Niemeyer is a rollicking comedian—has a mixed company of jolly frolicking singers and dancers, and makes his offering a delight for the eye and ear.

James Burke and Eleanor Durkin call their melange of song sayings a "Tete-A-Tete in Song." But there is nothing confidential about it. They let their audience in on a particularly pleasing fifteen minutes.

The Diehl Sisters and McDonald are a treat in trios. Theirs is an offering in which wit plays an important part and the fun is augmented by a collection of well sung songs and steps. The Branimos are Musical Pierrots. They play a number of standard instruments.

MAURICE COLBOURNE'S projected plans for the presentation of Shavian Repertoire in Canada this season have created widespread interest, but no feature of the undertaking, not even the enthusiasm of G. B. S. himself, has matched in im-

portance the current announcement from the Colbourne offices.

It has already been stated that Mr. Colbourne has been in England for some weeks past selecting a company with the assistance of Sir Nigel Playfair, one of the greatest of the starmakers of the British stage. It is now reported that Mr. Colbourne has secured the services of that shining light of the classical stage, Mr. Balliol Holloway, whose reputation matches that of the late Sir Henry Irving, and whose name stands for the finest traditions of the British drama.

"I have been fortunate," writes Mr. Colbourne, "in persuading England's most famous classical actor, Mr. Balliol Holloway, to abandon his plans for the autumn in England and to come to Canada to play the leading roles for me. It is indeed a privilege to be the first to introduce to Canada one who is both a great actor and a fine personality."

Canadian theatre lovers will receive this latest news from the Maurice Colbourne offices with keen interest, especially those who have seen this brilliant and incomparable actor at Stratford-on-Avon or in New York where he has played on two memorable occasions.

Mr. Holloway has spent his entire life in the realm of the theatre—with the exception of four years (1914-1918) when he was with the British Artillery; and he has triumphed in practically every important Shakespearean role, in Shaw's best, and in countless productions in modern drama.

For eight seasons he played a brilliant repertoire of the Bard's most celebrated characterizations including Shylock, Richard III, Falstaff, Bottom and Hamlet. With the Liverpool Repertory Company he delighted in an amazing array of modern parts. At the Old Vic Theatre in London for two years past he has been the idol of his audiences as leading man.

When he came to New York in 1924 at the invitation of Walter Hampden to play De Guich in "Cyrano" on the road, and later to Hampden's Othello at The Shubert Theatre the critics and public went into raptures. His distinction enthralled them, and Alan Dale wrote "His diction is incomparable." "An actor to the finger tips," wrote Ranken Towse in the New York Post, and the Times actually said that the success of the performance was Holloway's.

Even in England where his work is known to every true devotee, Holloway is not taken for granted. One critic reviewing The Tempest at the Old Vic said: "We have reason to be proud of this actor who can give us such performances."

A year ago in New York before the Colbourne plans were even mooted a reporter asked Holloway to name his four favorite parts. The first two were William, the waiter, in "You Never Can Tell," and Morel in "Candida," and these are the parts Canadian audiences will see Balliol Holloway on the occasion of his first visit to this country.

## The Toronto Conservatory of Music

COL. A. E. GOODERHAM, Chairman, Board of Governors  
ERNEST MacMILLAN, B.A., Mus. Doc., F.R.C.O., Principal  
HEALEY WILLAN, Mus. Doc., F.R.C.O., Vice-Principal

A NATIONAL INSTITUTION — The most comprehensively equipped School of Music in the Dominion.

RE-OPENS MONDAY, SEPT. 3RD.

Individual instruction in all branches of music study. Faculty includes many masters of international repute. Special attention given to beginners. Orchestral, Choral, Operatic Classes, etc. Class instruction in Ear Training, Sight-Singing, Musical History, Choir Training, Score Study, Piano Pedagogy, Dalcroze Rhythmic, etc. Instruction given in Theory and Composition personally or by correspondence. Examinations held twice annually.

Pupils may enter at any time.

WELL-APPOINTED RESIDENCE FOR YOUNG WOMEN STUDENTS.  
Year Book and Syllabus sent on request. Address—Registrar, College Street and University Avenue, Toronto, 2.

## EMILY UPTON - DENE OFFERS 3 PIANOFORTE SCHOLARSHIPS

To be Competed for on Aug. 31st for Students Under 18, 12 and 8 Years

Emily Upton-Dene was the first to introduce Schumann's "Grande Sonate", Op. 14, to an English audience at Queen's Hall, London, England. Her pupils have attained outstanding honors in all grades up to A.T.C.M., Canada, and L.R.A.M. and L.T.C.M., England, with Colman prize for the highest marks in the British Isles.

FEES MODERATE

No entrance fee. Competitor's entries received up to Aug. 27. All pupils may commence in September.

Phone Kenwood 4899F or write Studio No. 4, Heintzman Building.

## HAVERGAL COLLEGE

DAY AND BOARDING SCHOOL FOR GIRLS TORONTO



THE NEW SCHOOL  
Lawrence St. West  
JARVIS ST. SCHOOL  
314 Jarvis St.

HAVERGAL offers a well balanced curriculum, directed by an efficient teaching staff and aided by modern school equipment. Its scholastic advantages, combined with home comforts and wisely planned physical training, render Havergal an ideal institution for education and character development.

Courses from Kindergarten to Honours Matriculation. Gymnastics, Games and Swimming. Special Departments in Music, Art, Household Science.

For information apply to the Secretary, 314 Jarvis Street, Toronto. Principal: MISS WOOD, B.A., Lond., Eng.

School re-opens Autumn Term, Sept. 12th. Day Girls Sept. 13th.

## Bishop's College School

LENNOXVILLE, QUE.

A Boarding School for Boys Founded 1837

With Separate Preparatory School for Boys Under 14.

New fireproof buildings situated in the heart of the country.

Directors:

GRANT HALL, Esq., D.C.L., Chairman.  
MAJOR H. B. MONTGOMERY, Esq., K.C., D.C.L.  
MAJOR H. B. MONTGOMERY, Esq., K.C., D.C.L.  
MAJOR H. B. MONTGOMERY, Esq., K.C., D.C.L.  
MAJOR H. B. MONTGOMERY, Esq., K.C., D.C.L.  
MAJOR H. B. MONTGOMERY, Esq., K.C., D.C.L.  
MAJOR H. B. MONTGOMERY, Esq., K.C., D.C.L.  
MAJOR H. B. MONTGOMERY, Esq., K.C., D.C.L.

Next term begins Wednesday, September 12

For Prospectus apply to S. P. Smith, M.A., Oxford, Headmaster.



UPPER SCHOOL

**RIDLEY COLLEGE FOR BOYS**  
Upper School Lower School  
H. C. Griffith, M.A., Principal H. G. Williams, B.A., Principal

RESIDENTIAL School in 80 acres of ideal grounds. Four separate dormitories. Memorial chapel, swimming pool, covered rink. Magnificent new Lower School for boys up to 14. Personal supervision in small classes. Courses leading to pass and honour matriculation to universities, R.M.C., and business. School re-opens September 11.

For Illustrated Prospectus write to:  
THE BURSAR, RIDLEY COLLEGE - St. Catharines, Ont. 15

## HEINTZMAN



The Florentine  
Period Grand

Visit the

## PIANO SHOW

See the Most Beautiful Grand Pianos ever made in Canada

New piano styles are here! Different from the old! Different from the one you may at present possess. See them all at the Heintzman Piano Show at the Exhibition—the largest exhibit of fine pianos ever held in Canada.

At the Show, period Grands predominate. Scintillating objects of beauty... exquisite examples of the new mode.

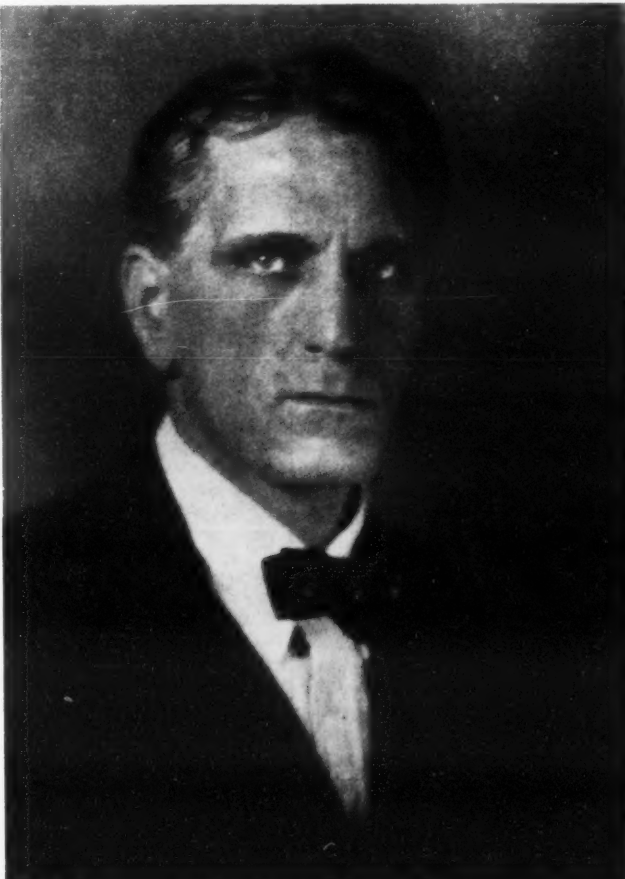
Be sure to see the Exhibit. It is easy to find—to the right of the Main Entrance to the Manufacturers' Building.

A new Heintzman & Co. Piano can be bought from \$570 up. A cash deposit of 10% only, is required, balance extended over 2 1/2 years. Used pianos accepted in partial exchange. Write for catalogue and price list.

Ye Olde Firme

**Heintzman & Co.**

193-197 Yonge Street - Toronto



BALIOLO HOLLOWAY

Noted English classical actor who has been engaged by Maurice Colbourne for his Canadian tour in Shavian repertoire.



## Good Thrillers

The Man in the Dark,  
by John Ferguson .....\$2.00  
The Man Who Killed Fortescue  
by J. S. Strange .....\$2.00  
Mystery of the Blue Train  
by Agatha Christie .....\$2.00

**TYRRELL'S**  
820 Yonge Street, Toronto

"TURN  
with a Viking shout to  
to the pages of  
**THE NORNS  
ARE  
SPINNING**"

says *The New York Herald Tribune*,  
"where the ferocity and the kind-  
ness and the fortitude of the old  
Norse ride like a stallion through  
woods mysterious in winter and  
misty in the long summer twilight.  
Then go on with a thoroughly  
thrilling story."  
*The New York Times* says, "It  
is an important book."  
"The Norns Are Spinning" is  
written by Andrew Langland, pub-  
lished in a decidedly beautiful edi-  
tion, and can be had at all book-  
shops for \$2.50.

**IRWIN & GORDON**  
LTD.  
66 Temperance St.,  
Toronto 2.

**WE  
FIGHT FOR  
OIL**

By Ludwell Denny  
The struggle of the world's  
major powers for oil domination  
contains more of the essence  
of real drama than do most  
novels.

\$3.00  
At All Bookstores  
Longmans, Green & Company  
Toronto 2.

—FOR SUMMER  
ENTERTAINMENT—

**"THE TIRED  
CAPTAINS"**

By Kent Curtis

A thin slice of the War, with  
a dramatic and surprising  
aftermath. \$2.00.

**"SHE WALKS  
IN BEAUTY"**

By Dawn Powell

The realism of the West  
from a woman's standpoint.  
\$2.50.

At All Bookstores.  
**LOUIS CARRIER & CO.**  
2055 University St.  
MONTREAL.

**Novels and Other Books**

The Foolish Virgin by Kath-  
leen Norris, at \$2.00  
The Window by Grant Ros-  
man, at \$2.00  
Brook Evans by Susan Glas-  
pell, at \$2.00  
Bitter Heritage by Margaret  
Pedler, at \$2.00  
The Downfall of Temlaham  
by Marius Barbeau, at  
\$3.00  
Disraeli by Andre Maurois,  
at \$3.00  
The Intelligent Woman's  
Guide to Socialism and  
Capitalism by Bernard  
Shaw, at \$3.50  
Napoleon, The Man of Des-  
tiny, by Emil Ludwig, at  
\$3.00

Other Books reviewed on  
these pages can be pur-  
chased in the Book De-  
partment on the Main  
Floor.

Robert Simpson Company

**Sternberg Studio  
of Dancing**

ACADEMY STUDIO  
12 Spadina Road—Phone Trinity 4920  
School re-opens Monday, Oct. 1st  
Open for Registration of Pupils,  
Monday, Sept. 17th.  
YEAR BOOK ON REQUEST.

**The Vancouver School of  
Decorative and Applied  
Arts**

1928-29 Session commences Sept. 17th.

**Diploma Courses**

Subjects taught—Drawing &  
Painting, Design, Architec-  
ture, Modelling, Pottery,  
Embroidery, Commercial  
Art, Lettering and Illumina-  
tion.

Prospectus free on application to  
School of Decorative & Applied Arts,  
580 Hamilton St., Vancouver, B.C.



CONDUCTED BY HAROLD F. SUTTON

**The Short Story  
in Canada**

"Canadian Short Stories," edited by  
Raymond Knister; Macmillans, To-  
ronto; 340 pages; price \$3.00.

By BERNARD K. SANDWELL

THERE are seventeen stories in  
this selection, and they were  
chosen from the entire mass of the  
Canadian output in this field of liter-  
ature from at least as far back as  
1890. It is quite likely that Mr.  
Knister was the best possible man  
to do the choosing. He is himself a  
short story writer, but he is also a  
critic and a lover of literature. He  
is a modern, but not so contemptu-  
ously so as to see no merit in the  
old. Certainly he has done an ex-  
cellent job. There is only one thing  
in the book whose admission the  
present critic would incline to ques-  
tion, and that happens also to be  
the only war story in the collection  
and the shortest piece of the lot. It  
is Walter McLaren Imrie's "Remem-  
brance," an admirable piece of work  
for what it is, but scarcely a "first-  
class short story."

Yet it should not be a difficult  
task to make up a fine collection  
when one can draw upon the very  
best work of writers such as Dun-  
can Campbell Scott, Edward William  
Thomson, Sir Gilbert Parker and  
Charles G. D. Roberts, those four  
princes of the last days of the cen-  
tury; of Norman Duncan and  
Stephen Leacock and F. W. Wallace  
and Alan Sullivan, of a slightly later  
era; of Marjorie Pickthall and Mazo  
de la Roche, the only women in the  
list; of an expatriate Canadian like  
Harvey O'Higgins (Mr. Knister re-  
gretfully omits Arthur Stringer for  
being too much led astray by Amer-  
ican popular success), and can then  
fill up with such accomplished and  
earnest youngsters as Merrill Deni-  
son, Morley Callaghan, Leslie Mc-  
Farlane, Will E. Ingersoll and  
Thomas Murtha. Whether the ma-  
terial upon which these youngsters  
are working will prove in the long  
run to be as durable as that which  
fell to the hand of Roberts and  
Thomson and Parker remains to be  
determined; but nobody can deny  
the interest and value of the experi-  
ments which they are making with  
it. They are concerned in the main  
with types very different from those  
which attracted their predecessors—  
with life's failures and misfits and  
oddities, and the way the world rolls  
over them and squashes them flat.  
Sometimes we are given to under-  
stand that these misfits really have  
just as fine qualities as the kind of  
chaps who made the heroes of the  
old stories: Marjorie Pickthall's  
"Men Who Climbed" is like that. At  
other times there is no suggestion  
that they would ever have amount-  
ed to anything anywhere; but we  
are reminded that they must have  
suffered just as much as the heroes:  
Morley Callaghan and Leslie McFar-  
lane give excellent examples of this  
type. The characteristic of the age  
is undoubtedly a lively interest in  
futility, but it is not certain that  
that interest will be permanent, or  
that any human being is actually  
quite so futile, if you could see right  
into him, as the futurists make  
him out to be. But they do it very  
cleverly, and the hero business was  
so terribly overdone in the early  
years of the century (the Roosevelt-  
ian years) that we welcome their  
efforts as a desirable change.

THERE is also a striking change  
in the literary style of the recent  
stories, a change about which it is  
equally difficult to be sure whether  
it is for permanent good. The old  
stories were written with great dig-  
nity and formality, in a language  
based on Addison and tempered by  
Scott. They were the work of men  
who regarded themselves first and  
foremost as "literary men," with a  
tradition to uphold and a law to  
follow. In the middle period, style  
became less important; it is certain-  
ly not style that admits F. W. Wal-  
lace to this brotherhood, and even  
Alan Sullivan, delicate as is his writ-  
ing at times, is not overly pre-occu-  
pied to turn a perfect sentence or  
avoid a worn and debased figure.  
But in the last period there is a  
definite revolt against style, or  
against everything that passed for  
style in the good old days. Authors



NORMAN DUNCAN

are writing dialect, not merely when  
their characters are talking but  
when they are thinking, and not  
merely when the characters are  
thinking but when the author is  
thinking to himself. It is as if it  
were necessary for the author to im-  
personate an individual of the class  
with which he is dealing. Thomas  
Murtha, describing the futile wife of  
a futile husband in a futile lodging-  
house, tells us (and it is not a char-  
acter in the story speaking): "Her  
eyes were faded, they were that light  
in color." When the landlady be-  
came sympathetic with her because  
her husband lay in bed every day  
till noon and showed no signs of  
wanting a job, "Suse cried some,  
and got confidential because of Mrs.  
Heenan acting so motherly." Mer-  
rill Denison's "Weather Breeder"  
was originally a one-act play, and  
its whole value lies in its action  
and the brilliantly racy speech of its  
characters, the language of the un-  
spoken portions being merely that  
of a stage director. Morley Calla-  
ghan tells his tale of the two ineffi-  
cient Toronto reporters in the most  
carefully flat conversational manner,  
which is obviously essential to the  
purpose of the story, namely, the  
establishment of the contrast  
between the unspeakably common-  
place externality of the lives of the  
brothers as viewed by their fellow-  
journalists and the suggested depths  
of tragic disappointment, fantastic  
consolation, and final despair in their  
hearts. The revolt against "fine  
writing" has certainly gone to an  
extreme, along with the revolt  
against "fine" characters, out-of-the-  
ordinary events and all the rest of  
the material of the stories, short and  
long alike, of our forefathers. But  
we need a new sort of fine writing,  
which shall bring to the short story  
of our day a renewal of that quality  
of purely literary beauty which  
shone in the stories of Stevenson in  
their day and in those of Kipling in  
theirs; not an imitation of Steven-  
son or Kipling, for it is imitation  
that has made these taste stale and  
insipid for our generation, but a new  
beautification of language brought  
about by the old passionate devo-  
tion to prose writing as one of the  
fine arts.

**Rumours  
of War**

"General Crack" by George Preedy;  
Macmillans, Toronto; \$2.00.

By JEAN GRAHAM

ALL through this story is the  
clang of war—in the days when  
Hapsburg and Hohenzollern were  
strong in Europe, and Jugo Slavia  
was still unknown. General Crack  
is the name given Prince Christian,  
a famous soldier, whose resounding  
title was Prince Christian Rudolph  
Augustus Christopher Kettlar, Mare-  
chal de France, Prince of the Holy  
Roman Empire, Knight of the Or-  
ders of Poland and Saxony. His  
was a stormy career, both in war  
and love, and his character presents  
that of a born conqueror, one of the  
world's victors. This is a hate story,  
rather than a love story, and the  
modern reader is rather aghast when  
he realizes the strength of these his-  
toric hatreds. General Crack, in the  
end, rises above this tribal warfare,  
and shows a magnanimity towards  
his false Emperor and his treacher-

ous wife that is finer than his mar-  
tial courage. This is a heroic chron-  
icle of a contest in which a strong  
nature proves captain of his soul.

**A Better War  
Novel**

"The Tired Captains" a novel by  
Kent Curtis; Louis Carrier & Co.,  
Montreal; price \$2.00.

By PAUL DE GRASSE

OUT of the war and its sequelae  
has come much knowledge of  
the tortuousness of the human mind,  
and it is not entirely to the techni-  
cal observer that we adduce credit  
for this material. Casually, "The  
Tired Captains" is another war novel,  
but because Mr. Curtis has analyzed  
his chief character with the cool in-  
tentness of the psychiatrist, it ranks  
with the good war novels, of which  
there have not been too many.

All the implications of the un-  
usual plot have been faithfully pur-  
sued: The first two chapters concern  
the last training days in England of  
young Charles Sedley, and his de-  
parture for service with an air  
squadron in France. While prepar-  
ing for his last binge in London, he  
meets Miles Dwight in the lounge of  
the Savoy Hotel, who tells him of  
his friendship with Tristram Gore,  
the young war poet and flyer. As  
they sit drinking and talking, they  
hear that Gore has been shot down.  
Sedley goes to France without learn-  
ing any more of the strange story  
that is to follow.

The device employed for the suc-  
ceeding chapters is perhaps the weak  
spot in the treatment of the story.  
In a long monologue, delivered in a  
post-war sitting-room, Sedley relates  
the rest of the amazing story to a  
number of ex-flying men. First per-  
son singular narration is an un-  
wieldy implement at best, and it is  
not done too badly here. Sedley's  
talk reveals that every line of the  
stirring verse attributed to Gore has  
been written by Dwight, the misfit,  
the unwanted. He tells how he met  
Dwight on the streets of after-war  
London, flashily dressed and well  
supplied with money, and how he  
went with him to his country place,  
learning there that Dwight has mar-  
ried Gore's fiancée, and that, gnawed  
by the knowledge of his fame being  
submerged in another's personality,  
the marriage has been unhappy. He  
tells how their conversation was in-  
terdicted by the wife, and how they  
later met on Dwight's yacht in Na-  
sau Harbor, where, in a mad tropical  
storm, Dwight loses his life in an  
effort to rescue some fishermen from  
a drifting trawler.

On the yacht, Sedley learns the  
whole bizarre story: how Gore's  
uncle has expressed a wish that he  
would devote his attention to writ-  
ing, and how Dwight, anxious to do  
something for this shining and glo-  
rious friend, writes a verse, telling  
him to send it on to the uncle, and  
how the verse is printed in the *Fri-  
day Review*, and all England hails a  
new and amazing war poet. They  
receive two pounds for the decep-  
tion, and swayed partly by the  
money and partly by a desire to  
further please the uncle, continue  
their dual identity, keeping together  
throughout training and service  
through the influence of Gore's  
uncle.

When they are both at the front,  
Dwight learns of an unexpected  
legacy, made possible by the finding  
of oil on his father's Kansas farm.  
At this time they obtain leave, and  
have but two more patrols before  
they leave for England. On the next  
to last one, they are attacked by  
Fokkers and Dwight, coming out of  
the melee with the wind vane of his  
oil pressure system shot away and  
out of sight of his flight, finds him-  
self drifting over the North Sea,  
with the chalk cliffs of England in  
plain view, and the best of excuses  
for landing there and escaping the  
last, and possibly fatal, patrol. He  
lands, goes to the Savoy to drink,  
and meets Sedley, which brings the  
story to the starting-point.

The sombre adumbration of the  
orderly march of the events which  
constitute this story is compelling.  
The ingenious plot is, of course,  
merely a framework on which the  
author fashions an ineluctable psy-  
chological structure, and the whole  
dramatic sweep of the narration is  
orderly and beautiful. It is impos-  
sible to give the delicate nuances of

**ALL RECORDS HAVE BEEN BROKEN  
BY THIS GREAT POEM**



70,000 copies have already been sold of this 100,000  
word narrative poem of the Civil War. It is selling  
faster than any novel; critics call it the greatest achieve-  
ment of our generation.

**JOHN BROWN'S  
BODY**

by Stephen Vincent Benet

75 Thousand



\$2.50

**THE BALLOON BUSTER**

by Norman S. Hall

The amazing true story of  
Frank Lake, who shot down  
3 balloons and 2 planes in 10  
minutes, won his highest  
honors while under arrest,  
and died fighting a regiment.  
\$2.

**THE LADY OF THE  
LIMBERLOST**

by Jeannette Porter Mehan

The lovely life story of Gene  
Stratton-Porter, told by her  
daughter. \$2.50.

**THE LITTLE YELLOW  
HOUSE**

by Beatrice Burton

Home is where the heart is,  
and this glowing novel  
proves it. \$2.

**THE FOOLISH VIRGIN**

by Kathleen Norris

The love story of a modern  
girl, by the author of  
"Barberry Bush." \$2.

**NETTLE HARVEST**

by Sylvia Denys Hooke

The fantastic romance of a  
lady who was born on her  
fortieth birthday. \$2.

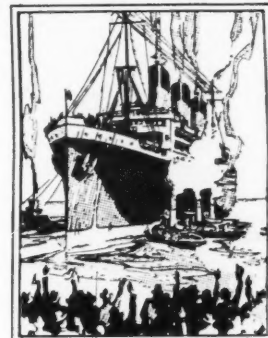
**THE AGE OF REASON**

by Philip Gibbs

A novel about all of us that  
has sold 50,000 in England  
and already 30,000 in the  
U.S. \$2.

**Doubleday, Doran & Gundy, Ltd.**  
Toronto

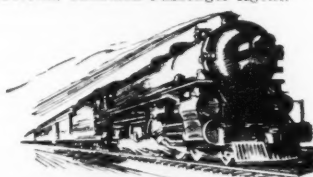
**Lehigh Valley Service  
TO EUROPEAN TRAVELLERS**



W HETHER it's London, Paris, the  
Rhine, the Alps, Italy, Central Europe—whatever your  
European destinations, you will find the Lehigh Valley  
offers many advantages en route to ship's side.

You use a Lehigh Valley night train, leaving Toronto via  
Can. Nat'l. Ry., you have a smooth, restful trip and a  
good night's rest. Arriving in the Pennsylvania Station,  
you are in the heart of New York City, convenient for  
last-minute shopping, and but a few minutes from the  
steamer piers.

Your baggage, passports, etc., will be gladly attended to by  
the Lehigh Valley Passenger people. Tell your steamship  
agent you wish to go via Lehigh Valley or communicate with  
City Ticket Office, Canadian National Railways, or Lehigh  
Valley Office, 11 King Street West, Toronto. Phone Elgin 2214,  
F. V. Higginbottom, Canadian Passenger Agent.



**Lehigh Valley Railroad**  
THE ROUTE OF THE BLACK DIAMOND

**INVENTIONS PATENTED** Designs Registered  
W. IRWIN HASKETT, 12 Elgin Street, Ottawa, Canada  
SOLICITOR OF DOMESTIC AND FOREIGN PATENTS.



**16-DAY SEASHORE  
EXCURSIONS**

Aug. 31 and Sept. 14

**\$16.80 Atlantic City**

Round Trip from  
SUSPENSION BRIDGE and BUFFALO

Corresponding Low Fares to Other New Jersey Seashore Resorts

For time of trains, stop-over privileges and full details, consult Ticket Agents  
or address H. E. Heal, Canadian Passenger Agent, 207 Royal Bank Bldg.,  
Toronto, Can. Telephone Elgin 7220.

**Pennsylvania Railroad**





**WILSON'S BACHELOR**

Generous in size!  
mild in flavor  
100% Havana filler

**10c**

Try the handy pack  
of five Bachelors



## Overnight Service to NEW YORK via the water level route

Speeding over the smooth steel rails of New York Central Lines, you sleep in comfort and reach New York at the opening of business. Finely appointed trains offer every travel-convenience, plus the unfailing courtesy of New York Central service. You arrive at Grand Central Terminal in the heart of New York's activities. Or you may take a morning train and be in New York the same night, via the world famous Empire State Express.

	Niagara	Maple Leaf	Empire State Express
Lv. Toronto	5:00 p. m.	7:45 p. m.	9:15 a. m.
Lv. Hamilton	6:13 p. m.	8:58 p. m.	10:25 a. m.
Ar. New York	6:45 a. m.	9:30 a. m.	10:10 p. m.

Returning  
Lv. Grand Central Terminal New York  
6:30 p. m. or 9:30 p. m. every day; 8:30 a. m. weekdays  
(All schedules standard time)

For tickets, reservations and all information, apply any Canadian Pacific Ticket Agent.  
City Ticket Office, Canadian Pacific Building, Toronto, Tel. Elgin 1261. Depot Ticket Office, Tel. Elgin 8231.

## CANADIAN PACIFIC NEW YORK CENTRAL LINES

## APPLEBY SCHOOL

OAKVILLE, ONTARIO  
A BOARDING SCHOOL FOR BOYS FROM 9 TO 18.  
Course of study prepares for University and R.M.C. Entrance.  
Fees \$750 per annum. School Re-opens September 12th.  
J. S. H. GUEST, M.A., Headmaster

## ALMA COLLEGE

51st YEAR  
Residential and Day  
School for Girls  
Re-opens Sept. 11th, 1928  
Courses — College  
Preparatory, Junior  
School, Music, Art,  
Physical Education, Ex-  
pression, Arts and Crafts,  
Household Economics,  
Secretarial.  
Affiliated with the  
University of Western  
Ontario, covering the  
first two years in Arts.  
ST. THOMAS, ONT.  
Athletics so organ-  
ized that every girl has  
active part.  
Well equipped gym-  
nasium and Swimming  
Pool.  
Separate residence  
for little girls. Resi-  
dent Nurse. Week-end  
Cottage.  
For Prospectus write  
Principal—  
P. S. Dobson, M.A. (Oxon.)

**Lower Canada  
College, Montreal**  
Headmaster, C. S. Fosbery, M.A., LL.D.  
STAFF OF TWELVE MASTERS  
Last Year's successes:  
First place Senior Matriculation.  
Fifteen passes Junior Matriculation.  
One entrance R.M.C.  
For Dayboys and Boarders.  
Ages 8 to 18

**UPPER CANADA COLLEGE**  
TORONTO  
(Founded 1829)  
Main School for Boys from 14 to 18  
Preparatory School for Boys from 9 to 14  
Both resident and non-resident boys admitted.  
Boys prepared for the Universities, the Royal Military College and  
business.  
Fifteen Entrance Scholarships have been founded in memory of the  
"Old Boys" who fell in the Great War, and are open for competition  
in April of each year.  
Autumn Term opens on Wednesday, September 12th, at 9:15 a.m.  
Boys in Residence return on the previous day before 9 p.m.  
W. L. GRANT, M.A., LL.D., Principal

## THE BOOKSHELF

### Another Genealogy

"The Montforts," by Martin Mills;  
Macmillans, Toronto; 350 pages;  
\$2.00.

By AMY L. JACOB

MANY people are interested in genealogy and like to trace reactions arising out of family characteristics, which probably accounts for the increasing number of this type of book. In "The Montforts" six generations of Montforts pass in swift succession before us, the result of the Rev. Simon Montfort taking a continental tour towards the end of the 17th century and meeting fascinating but indiscreet Madeleine du Remy des Baux. The usual genealogical table saves the reader from confusion.

The scene is chiefly Australian, as two of the Rev. Simon's three grandsons go as pioneers to that country. There is an interesting picture of the colonization of districts other than the early convict settlements. Many of the pioneers belonged to old English families who brought with them their pride in tradition and a certain amount of clinging to the customs of their homeland. For a time they formed the ruling classes but gradually disappeared into the background and gave place to a new aristocracy of wealth. It is rather reminiscent of the history of some of the older parts of our own country.

We watch the wave of the Montfort family fortune swell until it reaches its crest about the beginning of this century and then breaks and ripples off into insignificant foam. It leaves a feeling of disillusion and sadness to watch the complete unfolding of so many lives. They start out bravely, with such high hopes and apparently fine possibilities,—manly little Sim with his slanting, mischievous eyes, finally fading out of the picture a querulous old man who weeps when he cannot obtain his own way; and beautiful Ada disappearing into mists of tragedy.

Old Arthur Montfort, the last of his generation, summed it all up as he looked back along the years. "Far away, seen quaintly diminished, as at the end of a long tunnel, was old Raoul, old Raoul at the water's edge, his face puckered into tears. He was responsible for all this elaboration of human activity, for every emotion of pain and delight, for every achievement and failure, every toothache and transport which any of his numerous descendants had suffered. And now young Raoul, by his probably careless attraction to Madeleine, was going to begin it all over again, perhaps would be the origin of another long procession of begettings and funerals, of perhaps great delights and great disasters. . . . After all, it was pleasant to have lived than not. Was it one's business too scrupulously to consider the disabilities which might afflict one's children? A great deal of good had resulted, a great many fine people, pioneers, judges, lawyers, a bishop, doctors, possibly a saint, from the fact that Madeleine du Remy des Baux had been careless of her virtue, in that Provencal chateau, one night a hundred and fifty years ago."

Mr. Mill's style is simple and direct and lightened by an ironic humor.

### Note and Comment

MRS. ISABEL ECCLESTONE MAC-  
KAY, noted Canadian poetess and authoress, wife of P. J. MacKay, died in Vancouver on August 15th, after a year's illness. She was in her fifty-third year.

Mrs. MacKay had struggled against ill health with great carefulness, and only a month before her death sought by rest and change, a last chance for life in the family summer cottage at Boundary Bay. She is survived by her husband, P. J. MacKay, reporter for the Supreme Court of British Columbia, and three daughters.

Mrs. MacKay was born at Woodstock, Ont., on November 25, 1875. She was a daughter of the late Donald MacLeod MacPherson, and was married to Mr. MacKay in 1895. She was several times elected a Vice-President for British Columbia of the Canadian Authors' Association, and had been prominent also in the Canadian Women's Press Club.

Mrs. MacKay was the author of three books of poetry and five novels. Her poetry volumes were: "Between the Lights," 1904; "The Shining Ship," 1918, and "Fires of Driftwood," 1922. The novels were: "The House of Windows," 1912; "Up the Hill and Over," 1917; "Mist of Morning," 1919; "The Window Gazer," 1921, and "Blencarrow," 1926.

Her personal friendships were many in all parts of Canada, and her passing will be a matter of deep regret.

### Stories of Greece

"Black Sparta," Greek Stories, by Naomi Mitchison; Cape Nelson, Toronto; price \$2.00.

By MARGARET LAWRENCE.  
"BUT do yourself take up desire and trouble. And I will not say to you: take happiness with it. Because you are a grown man and brave, and happiness will seem to you a mean thing. But I will say: take desire for knowledge, and life will not let you go by."

Socrates said these words one day in Athens long ago, to a young man who visited him. As Naomi Mitchison tells in her story, "Chosen-by-Lot." I do not know if they are actual recorded words from Socrates, but they are such as he might have said any day to young men.

"And I remember I went out of his house again with my heart beating as though I were in love; and the dusty narrow street of the stone-masons was full of terrific questions and importances; and between there and my own house there was no single thing I saw but was bursting and flaring with its content of thoughts and ideas."

The young man wrote these words about his visit to the philosopher. As Naomi Mitchison tells in her story. I do not know if this be an historical experience, but it is something that must have happened often in Athens to young men who came under the influence of Socrates.

It was simple advice, and, on the whole, very sensible. It came to this. If you stop searching for personal happiness, you save yourself a good deal of unhappiness.

Now anyone who lived long enough and was reasonably honest, might have given such advice as the only way to bear with the disappointment of things. But it would not have made the world seem new and different to a young man. It would not have worked into the history of ideas like "rooting grain."

Socrates said: "Be interested in what may be learned about life." "Think always upon meanings." He said it with strange conviction, and that was the cause. He questioned everyone and everything. But he believed in cogitation upon the answers, and the very force of his belief was felt in his personality, and gave him power over people. His formula saw him through life, and over a tragic death. He said it would do likewise for all who used it. But it remains difficult to use. It goes against a profound human instinct to search for happiness upon earth.

The Greeks sought for it in the worship of beauty. Perfect bodies and lovely quiet faces. Games and temples. A state where everyone was in his proper place and everything went in order. But for all that the effort was worthy, and very nearly successful, hearts ached, and minds failed to understand. These stories of Naomi Mitchison are on that very theme. Pindar, though his poems were famous in Greece, was uneasy with himself. The state, though it be conducted with skill, hurt many innocent folk. The gods, though they lived in plays and poems, were not very near. And human love was brief and painful in the midst of wars. What was left to men. Sparta said: Duty. Socrates said: Thought. The women of Greece, though unconsulted, said among themselves in their closed houses: Manipulation of things as they are to suit, as best they may, the individual tastes.

I suppose it is much the same today, in spite of the sweetness that came to the world in Jesus. He said: Have faith; and that there was within the heart its own peace, no matter what happened. Many have believed, but it is difficult to explain this peace, and the gap there is between the dream and the reality.

I wonder if you will see, when you read these Greek Stories, a difference between the minds of those sensitive people and ourselves? Do we still search for happiness? With poignancy. Though all down through the ages there have been wise men who tell us not to.

## Attractive Rosedale Residence for Sale

House—No. 203 Douglas Drive, over new Glen Road viaduct, one block from Government House. Eleven rooms, heated sunroom. Master bedroom with bathroom ensuite. Three bathrooms in all with toilet in basement. Billiard room. Oil heated. Solid brick garage for two cars. Property in excellent repair and ready to move into. House in unusually fine condition. Unusual proposition, greatly reduced for immediate sale at \$19,500. Reasonable cash payment with balance arranged to suit.

Apply—Central Canada Loan & Savings Co.,  
26 King Street East. Adelaide 7225.

WILLARD'S CHOCOLATES, LIMITED, announce the resignation of Mr. E. G. Robinson from the Board of Directors and the position of Secretary-Treasurer. The following officers have been appointed.

Managing Director	- - - -	John D. Spackman
Secretary	- - - -	Martin H. Toy
Treasurer	- - - -	J. E. McCann

Toronto, August 20th, 1928.

D. H. McDUGALL,  
President.



## It's Time to Have Your Sport Sweater Cleansed

YOU'LL want it trim and perfectly re-shaped for that golf foursome, motor trip or week-end stay. Let us cleanse it thoroughly and restore its original freshness and coloring.

Check over your Sport Shirts, Golf Hose, Knickers, White Flannels, etc.

Buttons sewn on, socks darned and general repairing included in our service.

## NEW METHOD LAUNDRY LIMITED

"We Know How".

Adelaide 9271 - - - - - Toronto.

## SHOES . . . . . by CHURCH

See This Aristocratic Footwear  
at the Canadian National  
Exhibition

A SHOWING of all lines of the famous Church shoes may be seen in the British Section, Government Building . . . just inside the Dufferin Street entrance to the C. N. E. . . . throughout the period of the exhibition.

Church Shoes are produced by master craftsmen . . . in England. You will admire their neatness and their sturdy build.

You may purchase these aristocratic shoes at leading shoe retailers in Canada and the United States.

To dealers: There are still openings for the exclusive agency for these famous shoes. Call or write R. D. Ayling, 23 Scott Street, Toronto 2, Ontario.

Church Shoes Made by

**CHURCH & CO., LTD.**  
NORTHAMPTON - - - - - ENGLAND.



# SATURDAY NIGHT

## AUTOMOBILE SECTION

TORONTO, CANADA, AUGUST 25, 1928

### The Problem of Civic Traffic Control

Varying Conditions in Large Cities Need Special Treatment—the Case of Toronto  
By JOHN MUNDY

TRAFFIC congestion in large cities is the same in its effects, but not necessarily in its causes. That is why it is impossible to generalize completely when discussing solutions of traffic congestion. Each city must, to a certain degree, work out its own salvation. It is quite true that ideas may be gained from the experience of cities elsewhere; and a study of traffic conditions in other centres and the control methods adopted is an invaluable aid to the expert engaged in ironing out traffic difficulties in his own locality. Nevertheless, it is usually the case that each city presents certain problems arising out of its own physical structure which have to be dealt with in an individual way. For example, Quebec City with its mounting and winding streets, and Winnipeg with its straight, level thoroughfares, cannot be dealt with, from a traffic control viewpoint, in the same way. Similarly, Toronto, with its extremely narrow streets, and New York, with its broad avenues, must each receive individual treatment.

The location of business and factory districts, large retail centres and popular amusement places is another condition that varies the traffic problem in every city. These districts may be fairly well distributed in one city and concentrated in another. The city of Toronto is an example of the concentration of business offices and major retail stores in a comparatively small area. Toronto's downtown, indeed, with its growing number of skyscrapers is in a fair way to become a miniature New York.

The actual size of a city must also be considered. New York, with its concentration of millions within a convenient radius is able to build subways and make them a profitable venture, financially. Toronto, which badly needs subways, in order to leave its narrow streets free for motor traffic, has a comparatively small population spread over a large area and could not financially support an underground railway.

Toronto's traffic problem, arising out of its peculiar physical geography, is one of the worst on the continent and one that seems very difficult of solution. The chief causes, as we have already indicated, are its narrow streets, particularly its main thoroughfare (Yonge Street), and the concentration of its business offices within a small area. The extensive building of skyscrapers in this district that is now going on is tending to consolidate the position of these causative factors by creating not only additional concentration of the clerical population but also by precluding the possibility of any widening of downtown streets, as the buildings are all being erected on the present street lines.

For that reason, any attempt to relieve Toronto's downtown traffic congestion will have to be along other lines than the decentralization of the business community and the widening of the streets.

The first step, and one to which Police Chief Draper is said to be giving his attention, is the prohibition of motor-car parking in this area. It is a move that will hit motorists both ways. They will benefit by the increased mobility given to traffic and the opportunities for a quick get-away; and they will be inconvenienced by the necessity of searching for a lawful parking place. If downtown street parking is prohibited, the erection of large strategically-placed parking houses, either privately or publicly owned, will become an imperative need.

At the present time Toronto has two of these modern, fireproof ramp-type buildings for long and short-time parking. Montreal has two, Cincinnati has five, Seattle has four, Detroit has five. Housing from 1,200 to 2,000 cars each, these buildings offer about the best solution there is to the problem of downtown parking. They will permit existing streets to be used to the maximum capacity, and will permit a strict enforcement of a no-parking ordinance within the area of greatest congestion without inconvenience to anyone.

A further step, suggested by a visiting American tourist, is to prevent street-car unloading at the intersections until the "Stop" signal shows. This will permit the motor traffic to keep moving. At the present time, motorists must stop when the street-car stops to let off or take on passengers, even when the "Go" signal is in their favor. The effect of this is to slow up traffic to a considerable degree.

The extension of University Avenue to Front Street is already under contemplation and will be of great assistance in the movement of motor-cars in and out of the downtown area.

All these and similar movements, however, while having a beneficial effect on the situation, do not touch the heart of the problem which will only be solved by some method of traffic separation, either by means of subways, elevated streets or both. The elevated railway, such as obtains in New York, is not as favored as it used to be, for safety and other reasons, the subway being now regarded as superior in every way. Although, in the case of Toronto, elevated roads for motor traffic in the downtown area—in reality, the creation of double-decker streets—might prove highly effective, the street-car traffic remaining on the present level. This would have the same effect as a subway and should not prove so expensive. But it is not probable that such a venture could be considered at the present time.

What might be considered at the present time, for the purpose of facilitating the movement of traffic, is the creation of subways at all the major intersections. Subways under Yonge and Bay Streets at Queen, Richmond, Adelaide and King Streets would aid in a large measure the speeding-up of downtown traffic. The delays now incurred at these intersections play a large part in slowing down vehicular movement. Left-hand turns would not be possible with subways, but it is probably only a matter of time before left-hand turns are forbidden anyway, in order to keep pedestrian traffic moving.



RED ROCK  
An impressive sight along the motor road in Kootenay National Park.

### The Motor Car and Its Critics

By JAMES ROWEL

RECENTLY the representative of a large financial house denounced the automobile as a curse. He said it had dislocated business and was the chief cause of the confusion and uncertainty prevailing in the commercial world. Men and women, he said, no longer wore the good clothes they did some years ago, they were not so particular about what they ate and they let their homes run down and go unpainted, and above all, they spent so much upon automobiles that they had not the wherewithal to pay for the other commodities they did consume. In passing he took a side swipe at the mail order houses which, he said, were taking trade away from the country towns and small cities and giving it to the big cities, and that this was adding to the ruin of the country outside a few great centres. The general jarring up of life he laid at the door of the automobile, and could see no way out unless men and women by stern acts of self denial would turn in their cars for what they would bring and go back to the good old ways of life. He was frankly pessimistic and he did not see how it would ever be done without a cataclysmic commercial smash that would put all North America back on its feet again, and its bare feet at that.

It is pertinent to inquire whether this man's pessimism is justified. There have been great changes, not only in North America but throughout the whole world in the last five years and the automobile is partly the cause and partly the effect of these changes. Many changes were caused by the war but if there had been no war things would not have stood still. The lessons of history teach us nothing so much as that the human race must change. Man-kind cannot stop changes but it can modify their effect, and so the business of man is to find out before he attempts to act whether, when the balance is struck, the new ways bring harm or benefit to the people as a whole. The sad feature of this continual change is that some industries and some individuals are injured. Many of the changes we

as individuals and as communities, do not like but taking the country as a whole would it go back to conditions of one hundred years ago, or even fifty years ago?

Leaving aside, so far as possible, other changes and attending only to those caused by the automobile it can be shown that despite the complaint noted above this new agency has benefited many more people than it has injured. In the first place history shows that humanity cannot progress unless it has better means of communication than had those who went before, and conversely, it is a truism that every improvement in the means of communication has been followed by an advance in civilization. A glance at the histories of Babylonia, Egypt, Rome, Britain, of Europe, and of America is sufficient to confirm this. The basal means of travel upon land has ever been the highway or road and no community, urban or rural, can develop and function properly without a system of roads usable at all seasons of the year. If the roads are such that for long periods in each year citizens are confined to their own properties the community either stagnates or goes back, and people move to other places where means of communication are better.

Follow this reasoning down through the ages and some startling conclusions result. The Romans built good roads from their capital out to the confines of the known world, then came the barbarian hordes smashing up or ruining by neglect these great works and civilization slumped into the Middle Ages. The eighteenth and nineteenth centuries saw a great revival of road building in Europe and the opening up of road in America when the advent of the steam railway knocked the highway into flinders, and this blow was repeated half a century later when the building of light electric railways began. The cities and towns were brought closer together by these two powerful, nation-moulding forces but the consequent neglect of the highways made the individual dwellers in the rural parts farther apart than ever. It was easier to go thirty or forty

miles by train than to visit a neighbor four miles away by horse-drawn vehicle. That seems an astounding statement but anybody who had to travel in the rural parts of Canada or the United States thirty years ago knows it to be the case. What happened? Why the bad roads accelerated the rush from the country into the town. Roads were held in contempt and travel by road was a despicable way of getting about, fit only for "rubies" and "hayseeds." City and country got out of touch and country people were heard to complain that all legislation was in favor of the city and against the country. It cost more to move a bushel of wheat from the average Manitoba or Dakota farm to the nearest railway station than it did to take it from that station to Liverpool. Country people averred that city people were entirely indifferent as to what happened to them, and whether that was correct or not it formed a grievance. That grievance the ever-improving railway did nothing to remove. A traveller in a through train is almost as much out of touch with the country through which he passes as if he flew over it in an aeroplane.

The automobile has changed that. Railways joined city to city but the automobile is joining city to country. No invention of the last fifty years has done as much to make country life enjoyable as the automobile, and that is not forgetting such inventions as the telephone and the radio. It has not only enabled city people and country people to visit one another but it has driven a thin wedge of city into the country for dozens and scores of miles. City people nowadays not only believe in good roads for farmers but they are helping to build them and they are living in the country in increasing numbers and there is thus being created a community of interest which is one of our greatest social and economical necessities.

Adverting to the complaint of this financial man that the motor car was in league with the mail-order house it is interesting to note the developments of the last few months. (Continued on page 16)

### Motors and Planes at C.N.E.

Automotive Show a Register of Motor Industry Situation—New Aircraft Exhibit

GREAT interest is being evidenced in the Automotive Show and the new Aircraft Exhibit at the Canadian National Exhibition which opened on Friday, August 24th. The aircraft exhibit is the result of the rapid progress in aviation and in the manufacture of planes that has taken place in the Dominion within the past year. It will be a permanent feature of the Exposition; the response of aircraft manufacturers has been so enthusiastic that already the C.N.E. officials have had to consider the necessity of providing for additional show space.

The National Automotive Show, held each year in connection with the Canadian National Exhibition, is considerably more than a display of the current and coming designs in cars. The Show is by way of being a barometer which registers with fair accuracy, the situation of the industry in the Dominion.

Exhibition officials discovered, some time ago, that the demands for space from new and old exhibitors would more than tax the capacity of the Transportation Building which, under ordinary circumstances, houses the entire series of showings. As far as the debut of 1929 models was concerned, it was necessary to find additional accommodation or else some exhibitors would be eliminated and all, obviously, would be crowded.

As a result, the directorate created Automotive Show No. 2 and placed what was formerly the Electrical Building at the disposal of motor manufacturers and dealers. All available floor space in this second structure was soon snapped up.

If there should happen to be isolated individuals who are still inclined to question the prosperity of this comparatively new industry in the Dominion, the Automotive Displays, as seen in the C.N.E.'s Golden Jubilee Year, should provide additional convincing evidence of its satisfactory status.

In addition to these two sets of displays, there are certain showings of tractors, trucks and heavy commercial vehicles in the Coliseum and also, of general interest to motorists, exhibits of oils in the new Electrical and Engineering Building, now being rushed to completion for the Ex. opening.

Exhibitors, as a whole, are confident that there will be still greater expansion, as far as Canada's National Automotive Show is concerned, in the immediate future. Officials of the Exhibition have shared this opinion for a considerable length of time with the result that plans have already passed the tentative stage for a new automotive structure on what can best be described as mammoth lines and which, it is hoped, will be erected shortly.

Since this is the 50th anniversary of the world's greatest annual exposition, comparisons with the past are in vogue and nowhere does the development appear more spectacular than in this particular section of the exhibits.

FIFTY years is no enormous era, as manufacturing methods go, yet any forecast, made when the C.N.E. was young, that would include a show of homeless marriages covering several acres, would have been greeted with prolonged boos. That such a feature could outgrow one of the largest permanent exhibition structures on earth during the lifetime of many original C.N.E. visitors would, at that time, have been considered a fairy tale too fantastic for the most expert imagination.

At the first fair, officials pointed with great pride to the fact that Exhibition Park boasted an entire mile of improved earth roads. Today, their successors are wrestling with the problem of finding parking space for 20,000 motors and the grounds contain as much paved highway as more than a few small cities.

Within two decades, the Automotive Show has grown to be one of the most important sections of the greatest yearly fair on earth. No manufacturer of importance, provided that he is interested in the Canadian market, is missing. British, American and Canadian firms are all fully represented.

No exact check-up is made of the daily attendance, but during the fourteen days of 1928, August 24th to September 8th, the show will be seen by hundreds of thousands from all parts of the Dominion. Its value to the industry, in the way of increased sales can only be guessed at but it is clearly large.

It is thoroughly established, as an institution, in the minds of a great section of the Canadian buying public and accepted as the one opportunity each year of getting a birdseye view of all the makes on the market and comparing their respective merits.

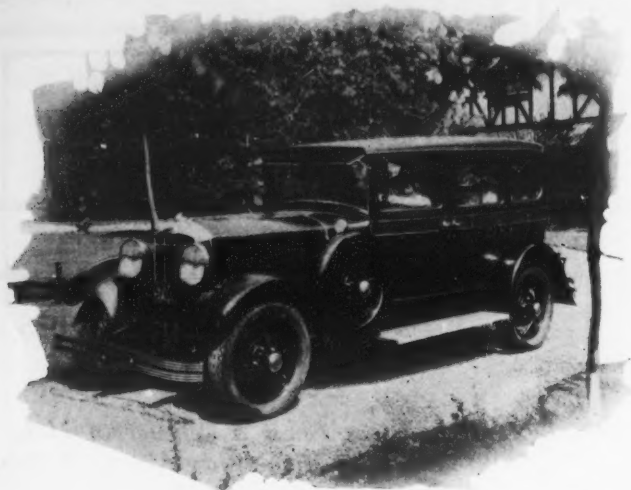
IN ANNOUNCING its first Aircraft Show for 1928, the Canadian National Exhibition was influenced by the fact that air commerce had, due to its swift recent growth, advanced sufficiently to deserve special recognition on its own account and also activated by the belief that it was now time to lay solid foundations for an annual display of aircraft which would eventually rival the present Automotive Show.

The Machinery Hall of other exhibitions was turned into an Aircraft Building but it was soon seen that all the air features of the C.N.E.'s Golden Jubilee Celebration could not be confined to one building.

In fact, the building proved to have insufficient space for the planes which various manufacturers sought to exhibit and marquees are being added to house additional displays. The Aircraft Show, proper, will be a series of exhibits of the machines now on the market and being sold to Canadian purchasers for passenger, mail, exploration and other purposes. It includes a wide range of types and sizes and several sections are devoted to accessories and motors.

With the building taxed beyond capacity before the opening of the first Air Show, preparations are already under way to provide accommodation for a much greater display in succeeding years, to keep pace with the development of the Dominion's aerial transportation.





THE DURANT 75 SPECIAL SEDAN FOUR FORWARD SPEEDS, SIX WIRE WHEELS.

## What Causes Motor Accidents?

Report by American Expert After Study of Conditions in State of Connecticut Upsets Many Popular Notions

THERE is much to surprise the average reader in the statistical study of motor vehicle accidents in Connecticut made by Richard Shelton Kirby, of the Department of Civil Engineering, at Yale, in co-operation with the state Motor Vehicle Department, and published by the Yale University Press. Indeed, a mere glance at a single one of the pamphlet's thirty-four tables—that dealing with the physical conditions under which the accidents occurred last year—will upset many of the average reader's pet preconceptions.

The opinion generally prevails that poor road surfaces, difficult road topography, bad weather and darkness are responsible for a large percentage of motor vehicle accidents. The table shows that more than two-thirds of the 26,832 accidents in Connecticut last year occurred on good road surfaces, nearly two-thirds of them in daylight and more than three-quarters of them in good weather. More than a third happened on clear courses, without intersections, crossings, hills or curves. Almost half of them took place on straight and nearly level roads.

The non-specialist will be similarly surprised to learn from other tables in the pamphlet that neither June nor July, as might be supposed, but September and November, were the worst months for automobile fatalities, of which there were 356 in Connecticut in 1927. If, like most of us, he carries around with him a mental picture of the average joy ride ending fatally against an average telephone pole some hours before breakfast, he may be perplexed to note that only about one-sixth of the fatalities occurred during late evening or early morning.

The pamphlet is no respecter of well established opinions. Is it widely believed that speeding causes more accidents than any other one factor? This analysis shows that failing to grant the right of way was responsible for 16.8 per cent. of the accidents in Connecticut during 1927 and that driving too fast for conditions was responsible for only 4.2 per cent. Is it widely believed that pedestrians figure in a large proportion of motor vehicle accidents? Last year they figured in only about one-seventh of those in Connecticut. Is it widely believed that unfamiliarity with the roads is one of the most prolific causes of accidents? In Connecticut only 8 per cent. of all accidents last year involved out-of-state cars; 38 per cent. involved out-of-town cars and 54 per cent. involved local cars.

Vividly and simply this work analyzes pertinent facts, comparing the accident rates for the various age groups of operators, the death rates for the various age groups of population and the death rates for Connecticut and bordering states (224 per 100,000 population for Connecticut,

court cases and the discipline imposed by the courts.

In short, it is just the sort of study that must be made in all states if the shocking number of motor vehicle accidents is to be radically reduced. Open-minded examination of this sort must precede the most effective remedial action. The interest and value of this pamphlet will not be limited to Connecticut. It may profitably be read in other states, in most of which discussions of and half-cocked crusades against accidents are much more common than intelligent study of the problem presented by them.

### Prince Takes Control

SINCE thoroughness is a characteristic of the Prince of Wales it was not to be expected that he would long remain content to be merely a passenger in an aeroplane but would want to master the control. This in fact, is what happened, and the plane in which the Prince flew from Norfolk to London had not been many minutes in the air before the Prince took charge. The pilot, of course, remained ready at the dual controls, but the Prince did not need his aid, and flew the machine quite successfully. Although fascinated by this method of travel, the Prince is not likely to purchase an aeroplane for his private use. His view is that his present hobbies of

golf and riding provide adequately for recreation out of his limited leisure, while on the few occasions on which an aeroplane could be usefully employed to fulfill public engagements there is always a R. A. F. machine at his disposal. Despite the fact that the Prince finds it embarrassingly easy to set a fashion, his recent departure from custom in the matter of floral decorations for the dinner table is not being followed to any great extent. For some time past the flowers at his tables have been few in number and austere both in type and arrangement. Certain other bachelor hosts followed the Royal example, but most people find flowers such an excellent medium for expression that they are proof against any outside influence. Sir Philip Sassoon, a connoisseur of flowers, and one of the finest horticulturists in the country always has a profusion of blooms on his table. The Duchess of York is also very fond of flowers, but she selects simple flowers only. Princess Mary is like the Prince, sparing in the use of flowers, but personally arranges those which are on view in her home.

### Mexicans Like Small Cars

SMALL automobiles of relatively low price are now enjoying a boom in Mexico. More of these cars



GIFT TO CANADA'S PREMIER  
This attractive cottage on the shore of Lake Waskesiu, Prince Albert National Park, Sask., was presented to Rt. Hon. W. L. Mackenzie King, Prime Minister of Canada, by the constituency of Prince Albert, when the Prime Minister, who represents the constituency in the House of Commons, officially opened the new park on August 10. Rooms in the cottage were furnished by various cities in Saskatchewan.

—Photograph Canadian National Railways.

are being sold at present than ever before, according to the dealers of Mexico City. During May one agency here reported sales of more than 300 cars. Other small makes are enjoying unprecedented sales.

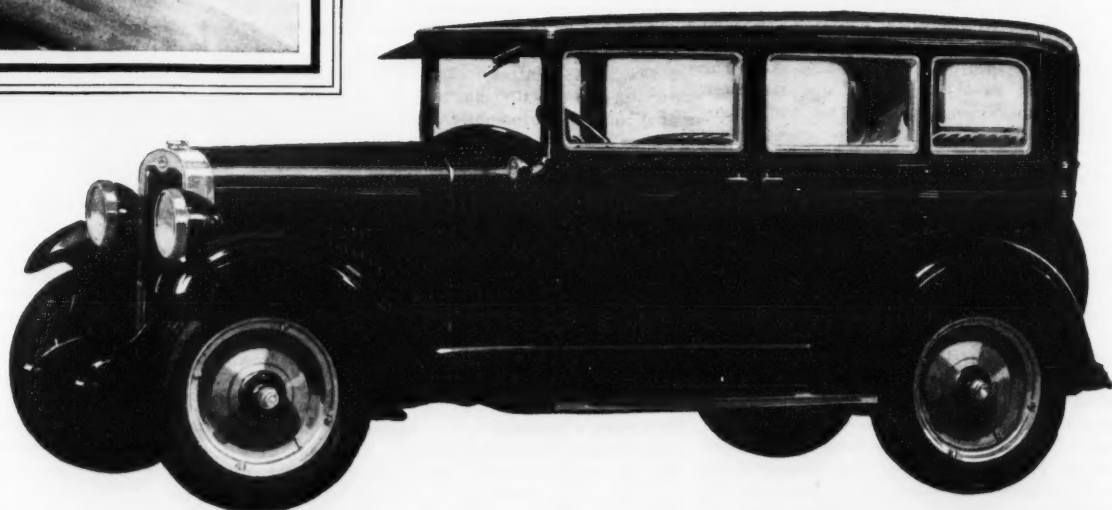
Many declare that this circumstance is a reflection of the economic condition of the country. But it is pointed out that there are frequent sales of cars ranging in price from

18,000 to 20,000 pesos each.

Automobile traffic is particularly heavy in Mexico City. Throughout the day, and especially on Sundays, it is an ordinary thing to see streams of cars, large and small, many of costly American or French make, streaming along all the principal streets of the city. Cars that cost as high as 50,000 pesos are not uncommon in this country.



**CHEVROLET**  
Body by  
**FISHER**



FISHER Body and Fisher Body alone made it possible for Chevrolet to demonstrate what wonders can be accomplished in beautifying a car of popular price. There is an obstacle which quite literally prevents any car from giving that which only Fisher gives. This obstacle is the stubborn fact that nowhere in the world is there anything even remotely approaching the unrivaled facilities of Fisher Body in the creation

either of beauty or of value. For that reason the cars with Body by Fisher which everywhere arouse such unusual admiration, cannot be duplicated or rivaled because Fisher Bodies cannot be duplicated or rivaled. Chevrolet was able to draw upon these unrivaled Fisher Body resources and the result is an exquisiteness of appearance so pronounced and so advanced that it places the car absolutely alone and supreme in its class.



MR. J. D. MANSFIELD  
President and General Manager of  
Chrysler Corporation of Canada,  
Limited.

GENERAL MOTORS OF CANADA, LIMITED



## Ontario Highway Conditions

Government Bulletin Indicates the Existence of Many Short Detours Owing to Local Municipal Improvement Work

THE Ontario Department of Highways has issued Bulletin No. 13 on road conditions in the province. This report, compiled from reports by resident highway engineers, is as follows:

**Highway No. 2: Windsor to Quebec Boundary (544.4 miles)**—All paved; no detour, except along roadside at Woodslee, just east of Ruscomb, between Comber and Tilbury, and about two miles east of Tilbury, where narrow bridges are being replaced. Tarring in progress, Belleville to Kingston. Construction work is in progress east and west of Napanee. Roads detour. Rather rough for a short distance east of Brockville and west of Cornwall. Mixed macadam construction proceeding near Aultsville.

**Highway No. 3: Windsor to Niagara Falls (257.2 miles)**—Paved Windsor to 7 miles east of Port Alma. From here to Cedar Springs road under construction, but traffic permitted without detour. From Cedar Springs to Blenheim paved. Blenheim to Elgin County line, gravel road in good condition. Kent County to Wallace-town under construction; detour north through Muirkirk, Rodney, West Lorne and Dutton; traffic cautioned to watch railway crossings. Wallace-town to Niagara Falls, local detour three miles east of Jarvis, Sandusky Creek bridge under construction.

**Highway No. 3A: Chambers Corners to Fort Erie (26.9 miles)**—From Chambers Corners southerly and easterly to Port Colborne road under construction. Local detour well defined. Road in fair condition. Road under construction from Port Colborne to Ridgeway. Through traffic advised to use detours as follows: At the intersection of Nos. 3 and 3A, Chambers Corners, travel due east on county road to Dane City, thence southerly to Humberstone and easterly to Gos Line, and from there easterly on the Provincial Highway to Fort Erie. Signs showing detour are well defined, and detour is fair macadam road.

**Highway No. 4: St. Thomas to Clinton (67.2 miles)**—St. Thomas to Birr, paved. Birr to Elginfield, under construction, with detour one road west. Elginfield to Clinton, fair gravel road, but rough between Hensall and Brucefield; graveling in progress north of Hensall. Grading north and south of Claudeboye, and culvert construction north and south of Brucefield.

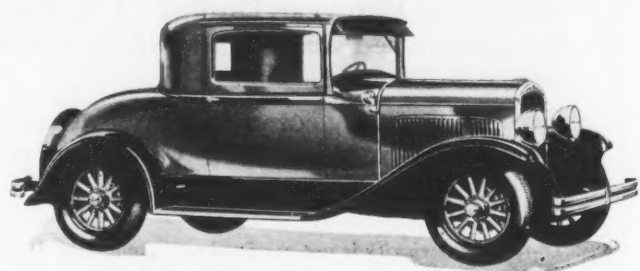
**Highway No. 4A: Walkerton to Durham (18 miles)**—Good road throughout.

**Highway No. 5: Hamilton to Toronto (44.2 miles)**—No detour. All paved. Connecting link. Galt road to Clappison's Corners, under construction; road closed to traffic.

**Highway No. 6: Port Dover to Owen Sound (149.6 miles)**—No detours. Port Dover to Jarvis, gravel, good. Jarvis to Arthur, paved. From Arthur to Chatsworth, good gravel road. Chatsworth to Owen Sound, construction of Orchardville bridge in progress; detour 150 feet in length.

**Highway No. 7: Sarnia to Peterboro' (285.2 miles)**—Paved from Sarnia to the Arkona turn, 6 miles east of Warwick Village. Arkona turn to six miles east of Elginfield, good gravel road. Paving construction will commence shortly from Prospect Hill to St. Mary's; eastbound traffic will continue straight ahead to turn 6 miles east of Elginfield, returning to highway at St. Mary's; westbound traffic will turn left along Water Street, in Town of St. Mary's, returning to highway 6 miles east of Elginfield. This detour is in very fair condition throughout, but there are two bad hills at the east and west ap-

proaches to the bridge over the Thames River, half-mile from the west end of the detour; traffic should proceed very carefully at these points. Total length of detour, 7½ miles, or ½-mile shorter than via highway. St. Mary's to 5 miles west of Guelph, paved. From end of pavement 5 miles west of Guelph, to Guelph pavement construction in progress. Traffic is requested to detour at the end of pavement southerly ¾ of a mile thence easterly 5 miles to Guelph. Pavement Guelph to Rockwood. Construction of mixed macadam in pro-



DE SOTO SIX—COUPE BUSINESS.

gress in Rockwood. No detour. Pavement Acton to Brampton. Brampton to Woodbridge, road in poor condition. Woodbridge to Concord, rough, grading and culvert construction; bad in wet weather. Paved Concord to Green River; good gravel to Brooklin; paved to Manchester, Manchester to Greenbank under construction. Detour at Manchester via Port Perry, returning to highway at Greenbank or Manilla. Signs are erected to direct traffic. Sunderland to Lindsay, gravel, good road. Construction work in progress west of Lindsay. No detour. Lindsay to Hillhead, macadam. Hillhead to Peterboro', all under construction, and section will be rough; 1½ miles east of Omeme detour south one mile, thence easterly to Peterboro'. Detour same length as Provincial highway. Detour north of Peterboro' to Chemong is plainly marked. The sections of the highway between Brampton and Concord, and from Brooklin east are not recommended for through traffic.

**Highway No. 8: Niagara Falls to Goderich (156.8 miles)**—Paved to Seaford. A part of the road east of St. David's Corner to Lewiston Bridge for a distance of one-third mile is under construction. Traffic will use local detour, which is well marked out. Detour road is macadam and fairly good. Seaford to Clinton—Under construction; detour north 1¼ miles at barricade 2½ miles west of Seaford, thence westerly 3¾ miles and south 1¼ miles to highway; turning north 2½ miles east of Clinton and returning to highway 2½ miles west of Seaford. Detour in good condition, but narrow in places. Clinton to Goderich—Paved.

**Highway No. 8A: Burlington Beach Cut-Off**—Concrete and good gravel road.

**Highway No. 9: Arthur to Kincardine (67.5 miles)**—Good gravel road to Kinloss Village. From here westerly 11 miles of macadam road to Kincardine. Paving construction between Harrison and Clifford; westbound traffic detour at Harrison via Drew Road to Clifford and returning at Harrison; detour in fair condition; approximately four miles longer than by highway. Surface treatment Kincardine easterly 11 miles; drive slowly where fresh tar is being applied.

**Highway No. 10: Port Credit to Owen Sound (105 miles)**—Pavement Brampton northerly 7 miles to Victoria Corners. Construction of mixed macadam in progress. Victoria Corners to Caledon Mountain; no detour. From Caledon Mountain to two miles south of Orangeville good gravel road.

Due to concrete pavement construction north of Orangeville traffic is requested to detour at two miles north of Orangeville one mile westerly, thence northerly two miles, thence easterly one mile to the highway. Pavement from three miles east of Shelburne to Dundalk. Dundalk to Chatsworth—Good gravel. Chatsworth to Owen Sound—Pavement.

**Highway No. 11: Toronto to Severn (95.8 miles)**—No detour. Paved to Barrie. Oiling of gravel road in progress Barrie to Orillia. Paved Orillia to Severn.

**Highway No. 12: Whitby to Orillia (65.5 miles)**—One detour. Pavement Whitby to Manchester. Manchester to Greenbank under construction. Detour at Manchester via Port Perry, returning to highway at Greenbank. Greenbank to Brechin—Gravel

road in good condition. Construction grading is in progress between Brechin and Atherley. A temporary detour will be established during wet weather. Some sections are very rough. The section of this road from Brechin to Atherley is not recommended for through traffic.

**Highway No. 14: Picton to Marmora (50 miles)**—No detour. Surface treatment in progress from Picton to Foxboro'. Foxboro' to Marmora—Gravel road in good condition. Construction work in progress between Stirling and Marmora. Loose crushed stone being applied.

**Highway No. 15: Kingston to Ottawa (131 miles)**—No detours. Gravel macadam and asphalt pavement in good condition.

**Highway No. 16: Prescott to Ottawa (62.3 miles)**—Concrete pavement construction proceeding between Spencerville and Johnstown. Detour well marked. Northbound traffic turn north at Edward street, Prescott, go north for seven miles, turn east four miles into Spencerville. Southbound traffic turn west at Spencerville. Balance of road to Beckett's Landing—Gravel in good condition. New bridge under construction at Kemptville; local detour to the east in the town. Beckett's Landing to Ottawa—Asphalt and concrete pavement.

**Highway No. 17: Pembroke to Point Fortune (180.1 miles)**—No detour. Pembroke to Ottawa—Gravel, concrete and penetration road. Shouldering operations along new concrete pavement between Kinburn and Mississippi River Bridge. Ottawa to Hawkesbury—Paved. Road under construction from Hawkesbury six miles easterly; no detour; thence gravel to Point Fortune, in fair condition.

**Highway No. 21: Morpeth to Highway No. 7 (56.9 miles)**—Road in good condition from Morpeth to Oil Springs. Graveling operations between Ridgetown and Dresden. From Oil Springs to Petrolia—Heavy grading in progress; detours very bad in wet weather.

**Highway No. 22: Sarnia to London (66.8 miles)**—Grading operations between Highway No. 7 and the Town of Watford, but not closed to traffic. From the Town of Watford to the Middlesex Line—Gravel road in fair condition.

**Highway No. 23: Mitchell to Teviotdale (36.8 miles)**—No detour; generally good gravel road, grading and culvert construction from 2½ miles north of Mitchell northerly four miles; heavy in wet weather.

**Highway No. 24: Simcoe to Guleph**  
(Continued on page 23)

# GRAHAM-PAIGE

at the



## Canadian National Exhibition

We cordially invite you to inspect the display of Graham-Paige motor cars in the Transportation Building at the Canadian National Exhibition.

These are the motor cars the three Graham brothers returned to the industry to build—the motor cars that embody the principles they have seen proved, and the refinements they have found desirable, in many years of automotive experience.

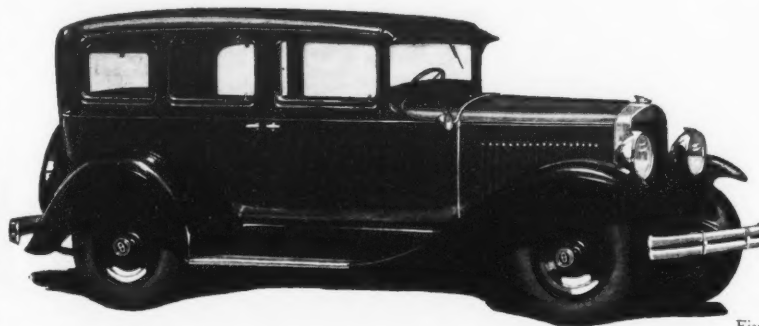
The public reception these motor cars have received since their introduction last January is best shown by the fact

that six months' sales during 1928 exceeded any twelve months in eighteen years—and in Canada, sales for the first six months of this year showed an increase of 300% over the same period last year.

The complete line will be on display at the Exhibition. We believe you will appreciate the beauty, modern design, sound construction, substantial value, and particularly the fine performance of the four-speed transmission (standard gear shift—two high speeds) of these motor cars. Again we invite you to see them, and to enjoy a demonstration.

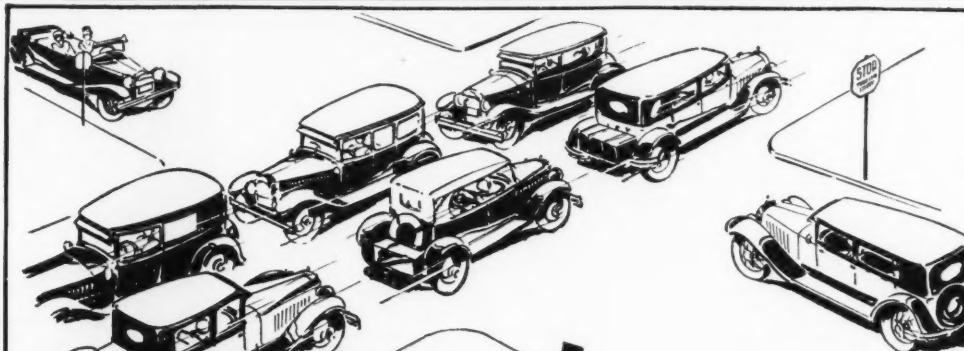
## AUTOMOBILE and SUPPLY, Limited

100 University Avenue, Toronto, Ontario



Five chassis—sixes and eights—prices ranging from \$1145 to \$3540. Illustrated is Model 614, 5-passenger Sedan, with four-speed transmission (standard shift—two high speeds), \$1810. All prices f. o. b. Windsor, taxes paid.

(1123)



# Stop! means STOP!



### 7 Rules for Safety

- 1 Have your car in perfect mechanical shape—particularly Brakes, Steering Gear and Head Lights.
- 2 Give your undivided attention to your driving. In passing traffic, be sure there is a place for you in the traffic line ahead.
- 3 When other motor vehicles try to pass you—let them pass.
- 4 In entering main streets or highways, or in approaching a railway crossing where a full view of the track is obstructed, stop and look.
- 5 Don't "loaf" where traffic is heavy.
- 6 Always signal before you slow down, stop or change your course.
- 7 Never back up before ascertaining that the road behind is clear.

Stop signs mean just what they say whether on city streets or on country roads leading into main thoroughfares.

Drivers of vehicles must come to a dead stop immediately before entering a "Through" street or highway and they should always proceed with caution.

At the same time, a driver who has done this has obeyed the law and is entitled to every consideration by drivers on the "Through" street or highway. Cross traffic must not be held up unnecessarily. Courtesy must be shown to those seeking to cross or enter main thoroughfares.

The "Stop" signs contribute to safety, but the intelligence and carefulness of drivers is needed also if accidents at intersections are to be avoided.

## Highway Safety Committee

### EXECUTIVE COMMITTEE

Chairman:—HON. GEO. S. HENRY, Minister of Highways.  
Secretary:—J. P. BICKELL, Registrar of Motor Vehicles.  
BRIG. GEN. D. E. DRAPER, Chief of Police, Toronto  
W. G. ROBERTSON, Sec. Treas. Ont. Motor League  
THOS. MARSHALL, Sec. Ont. Ass. Boards of Trade  
R. M. SMITH, Deputy Minister of Highways  
J. MILLER, Sec. Border Cities Chamber of Comm.  
J. F. WYSE, Sec. Ont. Safety League  
H. K. CARRUTHERS, Sec. Ottawa Bd. of Trade  
WM. MORRISON, Controller, City of Hamilton  
MAYOR J. WILSON, Gananogue

### ADVISORY COMMITTEE

All Editors, Heads of Municipal Governments, Police Chiefs, Presidents of Boards of Trade, Automobile Clubs and Service Clubs of the Province of Ontario.

30A



A FAMILIAR SCENE ALONG THE WATERFRONT DURING THE C.N.E.



## THE NEW MODELS

### Studebaker Builds a Larger Erskine

WITH an enviable record for performance definitely established the new larger Erskine Six, nicknamed "The Little Aristocrat," because of its many refined features, will prove more popular than ever. During the past year, the Erskine has shown that same ability to maintain high sustained speeds for long periods as its bigger brothers, the President, Commander and Dictator. In all, the Erskine holds 11 official A.A.A. records for stock cars in its price class, including that of travelling 1000 miles in less than 1000 consecutive minutes. Thus is the slogan "40 miles an hour when new — 60 later," proved to be a conservative claim.

By lengthening the wheel-base two inches, making it now 109 inches, there is exceptional leg room, in fact equal to that in most Studebaker models.

The engine having proved its worth, remains unchanged. With 43 brake horse power developed at the moderate rate of speed of 3000 r.p.m. it has ample power.

There is a pleasing absence of vibration. One cannot find a "vibration period" in an Erskine.

Originally the Erskine was designed from suggestions made to A. R. Erskine, President of the Studebaker Corporation by a group of prominent dealers in France and Great Britain. The ideal European car differs considerably from the Canadian conventional type, principally in engine and chassis design. The Erskine, named in honor of the man responsible for its being built proved to be so close to European ideals that it is one of the most popular Canadian-made Sixes in Europe and South America today.

The lengthened bonnet, a higher and larger radiator and much improved headlights have materially changed the head-on appearance of the new series.

The new "polo-cap" visor introduced on the new Studebakers lends an air of smartness.

New and quite original treatment of body moulding make a very trim and attractive car. The new color combinations are interesting. The same form fitting seats as found in the new Studebakers are very welcome improvements.

Because the Erskine frame is exceptionally low and owing to the use of steel construction throughout the body, combining light weight and unusual strength, the centre of gravity is very low, thereby promoting a marked ability to hold the road where the going is particularly bad. The springs take up 82 per cent of the wheelbase, which is far above the average. This means that longer springs absorb more of the shock than in most cars. All models are equipped with shock absorbers and those who take their first drive in the Erskine get a great surprise at the exceptionally easy riding over rutted bumpy roads.

Bendix mechanical internal four-wheel brakes are used as on all Studebakers because of their reliability and ease of operation. The light pedal pressure is a revelation.

The Erskine may be seen at the Studebaker Exhibit at the Canadian National Exhibition or at the showrooms of W. H. Lee, Limited, at 482 Yonge Street, Toronto.

### New Franklin Airman, Limited

NEW style features, emphasized in interior trims, both to fabrics and accessories, and in exterior appearance by added grace and distinction, characterize the new Franklin Airman Limited which is just announced by the Franklin Automobile Company.

While certain changes have been made in the mechanical construction of these cars, they are largely in the nature of refinements and an addition to the performance ability of the power plant.

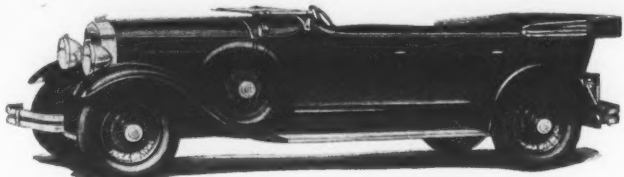
In general appearance, these new Airman Limited cars surpass anything hitherto shown by Franklin and strike a note in advanced design which is unusual even in these days of striking luxury and beauty.

In the enclosed models, the choicest broadcloth of a type and quality never before associated with standard production, is utilized for upholstery.

These materials have been developed in new and unusual colors, some of them exclusively for the car in which they are used. Cushions, foot rests which are in themselves elaborately constructed hassocks, covered to match the upholstery, and specially made robes woven by the Shannon Mills in Ireland and designed for the individual cars in which they are used, are novel features.

In the five and seven passenger models in both open and enclosed types, folding arm rests are furnished in the rear seat, making it possible to convert these seats into two chairs with rests for both arms. When three passengers are riding in the rear seat the arms are folded back into the rear seat cushions.

These details are new to the price class occupied by the Franklin Airman Limited and are evidence of the extent to which the designers have gone to secure the utmost in com-



STUDEBAKER'S "PRESIDENT" STATE TOURER FOR SEVEN  
This remarkable 109 horse power eight cylinder car is one of the most powerful produced, yet despite its performance and luxurious finish its price is exceptionally moderate. Mounted on a chassis of 131" wheelbase, the low flowing lines are accentuated by a folding windshield, through the custom built body and contained in a flat, compact khaki top. Six wire wheels and folding luggage grid add a distinct air of smartness.

fort, luxury and advanced elements of body construction.

The use of tufted upholstery has been entirely discarded in favor of the smooth type of seat cushion and back cushion and the cushions are relieved by piping and with welted seams.

Wilton carpeting is used for both front and rear compartments, the carpets being closely fitted and extending up the sides and over the seat boxes so that no metal is exposed.

Door frames are covered with cloth to match the upholstery. The dash in the front compartment is covered with muleskin and marquetry finish on the instrument panel board gives the appearance of inlaid mahogany.

Smartly designed shirred pockets are provided in the back of the front seat for the five-passenger enclosed models and on the sides just ahead of the rear seats, in the seven passenger model.

An entirely new note has been sounded in the contribution to personal vanity touches in the fittings on the enclosed models which are furnished with an attractively designed shopping list, a beveled mirror and a white gold cigarette case and ash receiver which are carried in a mahogany case decorated with shaded parquetry. An electric lighter with a 36 inch cord is combined with the ash receivers.

Interior lighting in the enclosed models reveals new and interesting arrangements of lighting fixtures. All metal parts, such as window controls, door handles, robe rails and other details are fashioned in a style which conforms with the elegance of the upholstery and general interior finish.

Style is the element which is being developed. The performance of the Franklin Airman has set high standards and has established notable records. The recent run made by Cannon Ball Baker from Los Angeles to New York and return in which all previous records were shattered by 10 hours, 36 minutes, has established the fast travel ability in an elapsed time of six days, 13 hours and 23 minutes at an average speed of 42.3 miles an hour. Fast travel with luxurious comfort has been adopted as the slogan for the new model.

In riding, the typical Franklin smoothness over all kinds of roads is obtained through the continued use of full elliptic springs. The springs in the Franklin Airman Limited series have been further softened in their operation, accentuating the freedom from jolts which has always been a feature of Franklin travel over the road.

Body types on the 128 inch wheelbase in the Airman Limited series, include seven passenger sedan, seven passenger touring, sport runabout, and five-passenger touring and limousine. On the 119 inch wheelbase, the body types include five-passenger sedan, sport sedan, coupe, convertible coupe and the Victoria brougham.

### The New Oldsmobile

THE current Oldsmobile is not only a strikingly beautiful car, as pictures clearly show, but also it is of a wholly new and most interesting design from a technical standpoint, despite the absence of radical features.

Along with the mechanical features have been incorporated new improvements in body design which give the Oldsmobile an air of smartness and sturdiness of line.

Bodies are distinguished by high radiator hood and cowl design, the sweeping forward of the substantial cowl rear molding toward the bottom edge of the hood, the light and wide belt panel beginning under the windshield post and converging into

the body-line molding under the rear edge of the quarter window, sweeping crown fenders, large bullet-type headlight, town-car style roof front, cadet visor and ball-back curving.

Larger, faster and more powerful than the six cylinder line it replaced, the new car has registered 74 miles an hour at the General Motors Proving Ground. Its high compression engine develops 55 horsepower and will accelerate from 5 to 25 miles an hour in 8 1/2 seconds. Longer, with an over-all length of 171 inches, the New Oldsmobile Six weighs approximately 126 pounds more than

the six-cylinder car it replaces, and in larger, faster and more powerful.

The Fisher body is of composite steel and wood construction, insuring durability, safety and quietness.

The interior of all the cars show painstaking care and attention to detail. Heavy mohair has been used for the upholstery of the closed cars.

The steering wheel shows slinky strength, the rim being narrow and closely corrugated. It is finished in black as are the aluminum spiders to prevent glare reflection.

In the engine the latest efforts of the Oldsmobile and General Motors Research Laboratories have been coordinated. The new engine is a

## "TRACTION" The Only One

No other brand name in Tiredom can compare with Dunlop "Traction" for years of service.

Now in its 17th year, Dunlop "Traction" has progressed steadily in public confidence since 1911.

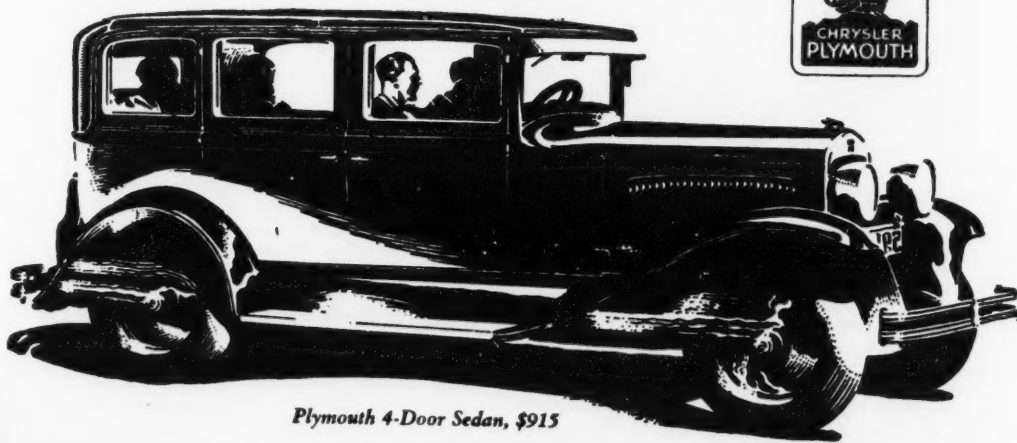
Tire names may come and go, but common sense seems to tell you to select "Traction".

Dunlop Superiority is not confined to Automobile Tires. Belting, Packing, Hose, etc., trademarked with the "Two Hands", also enjoy widespread confidence.

**DUNLOP** Tire & Rubber Goods **CANADA**  
Company - Limited



## CHRYSLER Plymouth



Plymouth 4-Door Sedan, \$915

## A New Standard of dollar value in the lowest priced field.

Comparison quickly shows the host of buyers who count the cost of motoring that the new Plymouth is definitely above and beyond all other cars in the lowest-priced group in full-size, in style and luxury details and in performance.

field find they need seek no further than the new Plymouth for the quality to which they have long been entitled.

### SPECIAL

### CHRYSLER-PLYMOUTH EXHIBIT

— a brilliant assemblage of the new Chrysler and new Plymouth models which are everywhere arousing such unprecedented enthusiasm for their new styles and remarkable new values.

CANADIAN NATIONAL EXHIBITION  
Aug. 24th—Sept. 8th

**\$850**  
AND UPWARDS

Coupe, \$850; Roadster (with rumble seat), \$850; Touring, \$870; 2-Door Sedan, \$875; De Luxe Coupe (with rumble seat), \$910; 4-Door Sedan, \$915.  
All prices f. o. b. Windsor, Ontario, including standard factory equipment (Greig and taxes extra).

The Plymouth is Chrysler-built, assuring years of dependable service with marked freedom from mechanical trouble.

The millions in the lowest-priced

### Lawrence Park Garage, Limited

2637 Yonge St.

Phone: Hudson 0422

### Sunnyside Motor Sales Co.

1365 Queen St. W.

Phone: Lakeside 2908

### C & F Motor Sales

1403 Bloor St. W.

Phone: Junction 4918

### A. E. Brown

57 Main St.

Phone: Grover 2157

### Geller Motor Sales

360 Spadina Ave.

Phone: Trinity 1928

### Beare Bros. & Clayton

1219 Danforth Ave.

Phone: Howard 8147



## THE NEW MODELS

head type with a 3 3/16 bore and a 4 1/2 stroke. It has a piston displacement of 197.5 cubic inches. The high compression, six cylinder L-combustion chamber design does not require a special fuel despite this high compression.

This combustion chamber is shaped so that following ignition of the mixture the "pressure rise" within the chambers and cylinders is progressive and the pressure peak more continuous than in the conventional type.

A full pressure lubricating system is used. Excessive oil pressure on the filter is prevented by a rotary type valve in the camshaft through which the oil is delivered to the oil filter mounted on the crankcase. The entire oil capacity is filtered every ten minutes when driving at 25 miles an hour.

Crankcase ventilation is provided by a constant air stream being drawn through the crankcase, which sweeps with it water formed in internal combustion engines by condensation and unburned gasoline vapors. In the fuel supply system the motor driven pump replaces the conventional vacuum tank.

Four wheel brakes are used, the rear ones being external contracting on a 14-inch drum. The front wheel brakes are internal of self-energizing type. A total braking area of 244 square inches assures a good factor of safety in emergencies. A simple-designed equalizer provides a proper distribution of braking effort. An emergency handbrake is provided for extra safety and for parking, operating on a drum located on the drive shaft at rear of transmission.

### Whippet Cabriolet Coupe

THE Whippet Cabriolet Coupe being shown at the C.N.E. automobile show, is occupying a conspicuous place among the most popular four-cylinder cars being exhibited there. A new and distinctive note of style together with unique features in design are embraced in this new model which is an addition to the Whippet line of motor cars, manufactured by the Willys-Overland Company of Toronto, Ontario.

The Cabriolet Coupe, a two-type car, is mounted on the low swung Whippet chassis, the body as a whole presenting a trim and sporty appearance. In addition it provides the protection of a closed car together with the freedom of the open roadster.

Four passengers are easily accommodated in this car, two in the front seat and two in the rumble seat which is built into the rear deck.

Encased sponge-rubber weather stripping is used to assure an entirely weatherproof body when the top and windows are up. In an operation that takes but a moment the Cabriolet Coupe can be converted from an entirely closed model to an open roadster. This is done by merely folding the collapsible top which fits into a trim boot.

One of the features of this model is the provision for the removal of the panel at the rear when the top is raised. This permits the occupants in the rumble seat to converse freely with the passengers in the front compartment, thus giving a distinct air of chumminess to the car. When the top is lowered, the side windows which are set in nickled frames, may be raised, thus providing a three-sided windshield. Automatic windshield cleaner, rear view mirror and stop light have been added as standard equipment.

Fine leather upholstery in the interior adds to the smartness of the Cabriolet Coupe. Landau bows and the top of genuine Burbank material are among the custom car refinements which enhance the individuality of the car.

The high standard of performance of the Whippet line of motor cars is maintained in the Cabriolet Coupe,

according to officials of the Willys-Overland Company. Noted for its oil and fuel economy, power and speed, it also embraces numerous features and advantages found in cars selling in a higher price field. These features include Bondix 4-wheel brakes, increased roominess, low centre of gravity to provide greater road stability, higher speed, more power, faster acceleration, force feed lubrication system, silent timing chain, adjustable steering column, oversize balloon tires and snubbers on the front springs.

Willys-Overland officials declare that in the design of the Whippet Cabriolet Coupe an advanced step has been taken, striking a new idea of value in the light car field.

### Willys-Knight Great Six Roadster

THE Willys-Knight Great Six Roadster exhibited at the automobile show accentuates the smart lines that has made this car one of the most popular of all open models during the past year. Refinements which have been made tend to enhance the racy appearance.

The smart streamline effect of the Willys-Knight Great Six Roadster is augmented by the rich color combination of Holyoke Gray below the belt and Himalaya Gray above. The striping is Agassiz Red on a rich black moulding. The upholstery material of Spanish gray leather perfectly matches the exterior color scheme.

The Great Six Roadster accommodates four passengers in comfort, two in the front seat and two in the rumble seat which is built into the rear deck. When not in use the auxiliary rear seat may be folded compactly into the space provided for it.

The front seat is 43 inches wide, 19 inches deep, while the rumble seat is 44 inches wide and 16 inches deep. The driver has ample leg room with 33 1/4 inches from clutch and brake pedals to the seat. The doors are 25 1/2 inches wide.

The one-piece windshield with a backward slant gives a touch of jauntness to the roadster while the collapsible weather proof top may be raised or lowered in a moment.

The Willys-Knight Great Six Roadster is equipped with cowl ventilator, bullet head lamps and parking lights while the dimming attachment is within easy reach of the driver's fingers on an extension arm on the steering wheel.

Willys-Overland officials state that this model has become a great favorite with women and with the younger set who desire a smart car for town and country use that will meet all demands for speed, power, style and general serviceability.

### New Brunswick Adopts Road Numbering Plan

INSTALLATION of the numbering system on New Brunswick's motor roads, adoption of which was announced on January 25th, is proceeding, together with the erection of the standard direction and danger signs as adopted by the Canadian Good Roads Association.

The numbering signs are being placed on more than 1,400 miles of main trunk highways immediately, and later will be extended to the 3,300 miles of secondary roads in the province. As the numbering and standard road direction signs are being installed on the main trunk highways, direction signs are being placed at all cross-roads and intersections with other roads.

The standard road direction signs were originally designed and suggested by the New Brunswick Automobile Association, and were first used by the highways branch of the New Brunswick Department of Public Works, being later adopted for general use throughout Canada.

America has adopted the Weymann body. On the low-weighted Stutz it has become the choice of those motor-wise buyers who prize the ultimate in smartness, lightness, speed, luxury of riding and driving—plus safety. Stutz-Weymann sales have tripled during the last year. America has adopted the Weymann body. On the low-weighted Stutz it has become the choice of those motor-wise buyers who prize the ultimate in smartness, lightness, speed, luxury of riding and driving—plus safety. Stutz-Weymann sales have tripled during the last year.

America has adopted the Weymann body. On the low-weighted Stutz it has become the choice of those motor-wise buyers who prize the ultimate in smartness, lightness, speed, luxury of riding and driving—plus safety. Stutz-Weymann sales have tripled during the last year.

On the low-weighted Stutz it has become the choice of those motor-wise buyers who prize the ultimate in smartness, speed, luxury of riding and plus safety. Stutz-Weymann tripled during the last year. America has adopted the Weymann body. On the low-weighted Stutz it has become the choice of those motor-wise buyers who prize the ultimate in smartness, speed, luxury of riding and plus safety. Stutz-Weymann tripled during the last year. America has adopted the Weymann body. On the low-weighted Stutz it has become the choice of those motor-wise buyers who prize the ultimate in smartness, speed, luxury of riding and plus safety. Stutz-Weymann tripled during the last year.

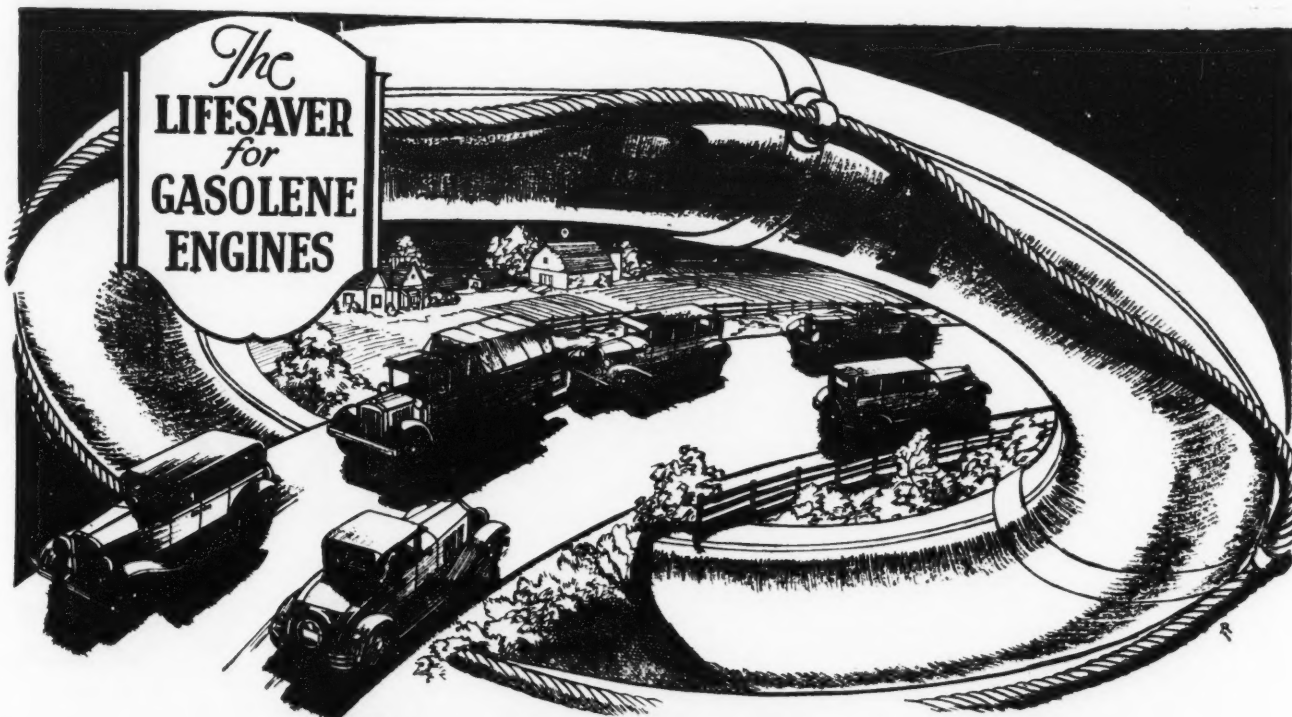
WHEN IT IS EQUIPPED WITH A WEYMAN FLEXIBLE BODY, LIGHT AND LUXURIOUS, STUTZ, WITH ITS LOW CENTER OF GRAVITY, PROVIDES GREATER EASE OF CONTROL AND IS SETTING NEW STANDARDS FOR SMARTNESS AND RIDING COMFORT.

THE LOW-WEIGHTED STUTZ

V & S Motors, Ltd.

Sells Stutz Cars

The Toronto salesrooms for the Stutz cars are located at 146 King Street West where a complete line of these splendid cars is now on display. You ought to see what Stutz is today doing for safety and speed in motordom.



## Trust the life of your engine to Autolene Oil

There are no clacks and clatters in the normal, properly lubricated gasoline engine. Noisy Engines have short lives.

For 22 years Autolene Engine Oil has been keeping engines quiet, increasing their efficiency and prolonging their lives.

This lubricating oil is refined, and laboratory tested by the British American Oil Company and behind

every gallon is the integrity and surety of this great Canadian Company.

There a grade of Autolene Oil for every size and make of gasoline engine. Courteous dealers and well-equipped service stations everywhere

Trust the life of your engine to Autolene Oil. You will notice the difference with the first filling.

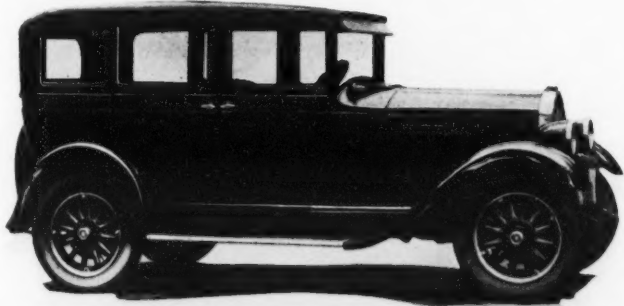
The BRITISH-AMERICAN OIL CO. LIMITED  
Refiners of the Celebrated Peerless and Super-Power Gasolines.

Every Grade of Autolene conforms to Rigid SAE Standards. SAE is the Symbol of the Society of Automotive Engineers.

# Autolene ENGINE Oil

A Grade for every size and make of Engine

LIGHT. MEDIUM. HEAVY. SPECIAL HEAVY EXTRA HEAVY



THE NEW WILLYS-KNIGHT STANDARD SIX SEDAN

A side view of the striking new Willys-Knight Standard Six Sedan. This car is a member of the new line of Willys-Knight Sixes being introduced by the Willys-Overland Company. In the production of this car the Toronto manufacturer reaches for the first time in the history of the company, a lower price class with a Knight engine car, the new model selling in the \$1,400 price field. In nearly every respect the new Willys-Knight Standard Six retains the same characteristics of design, performance and appearance as featured by its two larger and older companions—now designated as the Willys-Knight Special Six and the Willys-Knight Great Six. Unusual lines of beauty mark the new Willys-Knight model while the interior appointments bear the mark of quality and refinement.



## THE NEW MODELS

### Studebaker Builds a Larger Erskine

WITH an enviable record for performance definitely established the new larger Erskine Six, nicknamed "The Little Aristocrat," because of its many refined features, will prove more popular than ever.

During the past year, the Erskine has shown that same ability to maintain high sustained speeds for long periods as its bigger brothers, the President, Commander and Dictator. In all, the Erskine holds 11 official A.A.A. records for stock cars in its price class, including that of travelling 1000 miles in less than 1000 consecutive minutes. Thus is the slogan "40 miles an hour when new — 60 later," proved to be a conservative claim.

By lengthening the wheel-base two inches, making it now 109 inches, there is exceptional leg room, in fact equal to that in most Studebaker models.

The engine having proved its worth, remains unchanged. With 43 brake horse power developed at the moderate rate of speed of 3000 r.p.m. it has ample power.

There is a pleasing absence of vibration. One cannot find a "vibration period" in an Erskine.

Originally the Erskine was designed from suggestions made to A. R. Erskine, President of the Studebaker Corporation by a group of prominent dealers in France and Great Britain. The ideal European car differs considerably from the Canadian conventional type, principally in engine and chassis design. The Erskine, named in honor of the man responsible for its being built proved to be so close to European ideals that it is one of the most popular Canadian-made Sixes in Europe and South America today.

The lengthened bonnet, a higher and larger radiator and much improved headlights have materially changed the head-on appearance of the new series.

The new "polo-cap" visor introduced on the new Studebakers lends an air of smartness.

New and quite original treatment of body moulding make a very trim and attractive car. The new color combinations are interesting. The same form fitting seats as found in the new Studebakers are very welcome improvements.

Because the Erskine frame is exceptionally low and owing to the use of steel construction throughout the body, combining light weight and unusual strength, the centre of gravity is very low, thereby promoting a marked ability to hold the road where the going is particularly bad. The springs take up 82 per cent of the wheelbase, which is far above the average. This means that longer springs absorb more of the shock than in most cars. All models are equipped with shock absorbers and those who take their first drive in the Erskine get a great surprise at the exceptionally easy riding over rutted bumpy roads.

Bendix mechanical internal four-wheel brakes are used as on all Studebakers because of their reliability and ease of operation. The light pedal pressure is a revelation.

The Erskine may be seen at the Studebaker Exhibit at the Canadian National Exhibition or at the showrooms of W. H. Lee, Limited, at 482 Yonge Street, Toronto.

### New Franklin Airman, Limited

NEW style features, emphasized in interior trims, both to fabrics and accessories, and in exterior appearance by added grace and distinction, characterize the new Franklin Airman Limited which is just announced by the Franklin Automobile Company.

While certain changes have been made in the mechanical construction of these cars, they are largely in the nature of refinements and an addition to the performance ability of the power plant.

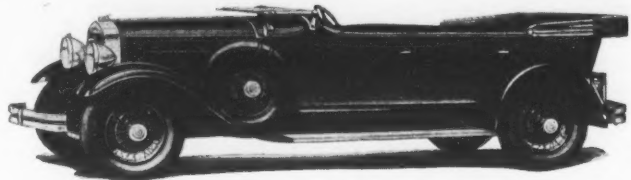
In general appearance, these new Airman Limited cars surpass anything hitherto shown by Franklin and strike a note in advanced design which is unusual even in these days of striking luxury and beauty.

In the enclosed models, the choicest broadcloth of a type and quality never before associated with standard production, is utilized for upholstery.

These materials have been developed in new and unusual colors, some of them exclusively for the car in which they are used. Cushions, foot rests which are in themselves elaborately constructed hassocks, covered to match the upholstery, and specially made robes woven by the Shannon Mills in Ireland and designed for the individual cars in which they are used, are novel features.

In the five and seven passenger models in both open and enclosed types, folding arm rests are furnished in the rear seat, making it possible to convert these seats into two chairs with rests for both arms. When three passengers are riding in the rear seat the arms are folded back into the rear seat cushions.

These details are new to the price class occupied by the Franklin Airman Limited and are evidence of the extent to which the designers have gone to secure the utmost in com-



STUDEBAKER'S "PRESIDENT" STATE TOURER FOR SEVEN  
This remarkable 109 horse power eight cylinder car is one of the most powerful produced, yet despite its performance and luxurious finish its price is exceptionally moderate. Mounted on a chassis of 131" wheelbase, the low flowing lines are accentuated by a folding windshield, through the custom built body and contained in a flat, compact khaki top. Six wire wheels and folding luggage grid add a distinct air of smartness.

fort, luxury and advanced elements of body construction.

The use of tufted upholstery has been entirely discarded in favor of the smooth type of seat cushion and back cushion and the cushions are relieved by piping and with welted seams.

Wilton carpeting is used for both front and rear compartments, the carpets being closely fitted and extending up the sides and over the seat boxes so that no metal is exposed.

Door frames are covered with cloth to match the upholstery. The dash in the front compartment is covered with muleskin and marquetry finish on the instrument panel board gives the appearance of inlaid mahogany.

Smartly designed shirred pockets are provided in the back of the front seat for the five-passenger enclosed models and on the sides just ahead of the rear seats, in the seven passenger model.

An entirely new note has been sounded in the contribution to personal vanity touches in the fittings on the enclosed models which are furnished with an attractively designed shopping list, a beveled mirror and a white gold cigarette case and ash receiver which are carried in a mahogany case decorated with shaded parquetry. An electric lighter with a 36 inch cord is combined with the ash receivers.

Interior lighting in the enclosed models reveals new and interesting arrangements of lighting fixtures. All metal parts, such as window controls, door handles, robe rails and other details are fashioned in a style which conforms with the elegance of the upholstery and general interior finish.

Style is the element which is being developed. The performance of the Franklin Airman has set high standards and has established notable records. The recent run made by Cannon Ball Baker from Los Angeles to New York and return in which all previous records were shattered by 10 hours, 36 minutes, has established the fast travel ability in an elapsed time of six days, 13 hours and 23 minutes at an average speed of 42.3 miles an hour. Fast travel with luxurious comfort has been adopted as the slogan for the new model.

In riding, the typical Franklin smoothness over all kinds of roads is obtained through the continued use of full elliptic springs. The springs in the Franklin Airman Limited series have been further softened in their operation, accentuating the freedom from jolts which has always been a feature of Franklin travel over the road.

Body types on the 1928 inch wheelbase in the Airman Limited series, include seven passenger sedan, seven passenger touring, sport runabout, and five-passenger touring and limousine. On the 119 inch wheelbase, the body types include five-passenger sedan, sport sedan, coupe, convertible coupe and the Victoria brougham.

### The New Oldsmobile

THE current Oldsmobile is not only a strikingly beautiful car, as pictures clearly show, but also it is of a wholly new and most interesting design from a technical standpoint, despite the absence of radical features.

Along with the mechanical features have been incorporated new improvements in body design which give the Oldsmobile an air of smartness and sturdiness of line.

Bodies are distinguished by high radiator hood and cowl design, the sweeping forward of the substantial cowl rear molding toward the bottom edge of the hood, the light and wide belt panel beginning under the windshield post and converging into

the body-line molding under the rear edge of the quarter window, sweeping crown fenders, large bullet-type headlight, town-car style roof front, cadet visor and ball-back curving.

Larger, faster and more powerful than the six cylinder line it replaced, the new car has registered 74 miles an hour at the General Motors Proving Ground. Its high compression engine develops 55 horsepower and will accelerate from 5 to 25 miles an hour in 8½ seconds. Longer, with an over-all length of 171 inches, the New Oldsmobile Six weighs approximately 126 pounds more than

the six-cylinder car it replaces, and in larger, faster and more powerful.

The Fisher body is of composite steel and wood construction, insuring durability, safety and quietness.

The interior of all the cars show painstaking care and attention to detail. Heavy mohair has been used for the upholstery of the closed cars.

The steering wheel shows sinewy strength, the rim being narrow and closely corrugated. It is finished in black as are the aluminum spiders to prevent glare reflection.

In the engine the latest efforts of the Oldsmobile and General Motors Research Laboratories have been coordinated. The new engine is a

## "TRACTION" The Only One

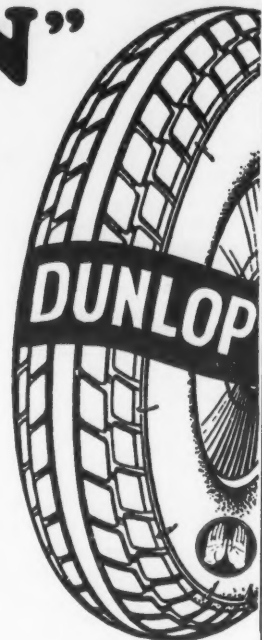
No other brand name in Tiredom can compare with Dunlop "Traction" for years of service.

Now in its 17th year, Dunlop "Traction" has progressed steadily in public confidence since 1911.

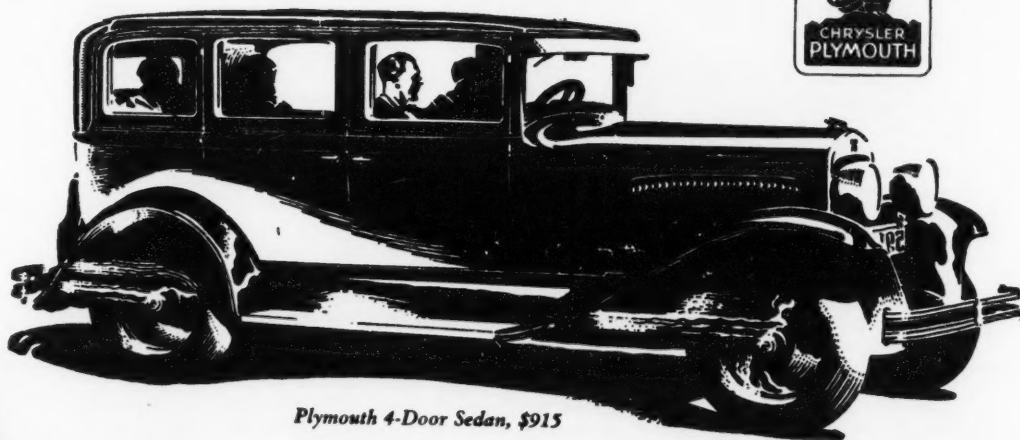
Tire names may come and go, but common sense seems to tell you to select "Traction".

Dunlop Superiority is not confined to Automobile Tires. Belting, Packing, Hose, etc., trademarked with the "Two Hands", also enjoy widespread confidence.

**DUNLOP** Tire & Rubber Goods **CANADA**  
Company - Limited



# CHRYSLER Plymouth



Plymouth 4-Door Sedan, \$915

## A New Standard of dollar value in the lowest priced field.

Comparison quickly shows the host of buyers who count the cost of motoring that the new Plymouth is definitely above and beyond all other cars in the lowest-priced group in full-size, in style and luxury details and in performance.

field find they need seek no further than the new Plymouth for the quality to which they have long been entitled.

### SPECIAL

### CHRYSLER-PLYMOUTH EXHIBIT

— a brilliant assemblage of the new Chrysler and new Plymouth models which are everywhere arousing such unprecedented enthusiasm for their new styles and remarkable new values.

### CANADIAN NATIONAL EXHIBITION

Aug. 24th—Sept. 8th

**\$850**  
AND UPWARDS

Coupe, \$850; Roadster (with rumble seat), \$850; Touring, \$870; 2-Door Sedan, \$875; De Luxe Coupe (with rumble seat), \$910; 4-Door Sedan, \$915.  
All prices f. o. b. Windsor, Ontario, including standard factory equipment (Greig and taxes extra).

The Plymouth is Chrysler-built, assuring years of dependable service with marked freedom from mechanical trouble.

The millions in the lowest-priced

Lawrence Park Garage, Limited  
2637 Yonge St. Phone: Hudson 0422

Sunnyside Motor Sales Co.  
1365 Queen St. W. Phone: Lakeside 2908

C & F Motor Sales  
1403 Bloor St. W. Phone: Junction 4918

A. E. Brown  
57 Main St. Phone: Grover 2157

Geller Motor Sales  
360 Spadina Ave. Phone: Trinity 1928

Beare Bros. & Clayton  
1219 Danforth Ave. Phone: Howard 8147



## THE NEW MODELS

head type with a 3 3/16 bore and a 4 1/4 stroke. It has a piston displacement of 197.5 cubic inches. The high compression, six cylinder L-combustion chamber design does not require a special fuel despite this high compression.

This combustion chamber is shaped so that following ignition of the mixture the "pressure rise" within the chambers and cylinders is progressive and the pressure peak more continuous than in the conventional type.

A full pressure lubricating system is used. Excessive oil pressure on the filter is prevented by a rotary type valve in the camshaft through which the oil is delivered to the oil filter mounted on the crankcase. The entire oil capacity is filtered every ten minutes when driving at 25 miles an hour.

Crankcase ventilation is provided by a constant air stream being drawn through the crankcase, which sweeps with it water formed in internal combustion engines by condensation and unburned gasoline vapors. In the fuel supply system the motor driven pump replaces the conventional vacuum tank.

Four wheel brakes are used, the rear ones being external contracting on a 14-inch drum. The front wheel brakes are internal of self-energizing type. A total braking area of 244 square inches assures a good factor of safety in emergencies. A simple-designed equalizer provides a proper distribution of braking effort. An emergency handbrake is provided for extra safety and for parking, operating on a drum located on the drive shaft at rear of transmission.

### Whippet Cabriolet Coupe

THE Whippet Cabriolet Coupe being shown at the C.N.E. automobile show, is occupying a conspicuous place among the most popular four-cylinder cars being exhibited there. A new and distinctive note of style together with unique features in design are embraced in this new model which is an addition to the Whippet line of motor cars, manufactured by the Willys-Overland Company of Toronto, Ontario.

The Cabriolet Coupe, a two-type car, is mounted on the low swung Whippet chassis, the body as a whole presenting a trim and sporty appearance. In addition it provides the protection of a closed car together with the freedom of the open roadster.

Four passengers are easily accommodated in this car, two in the front seat and two in the rumble seat which is built into the rear deck.

Encased sponge-rubber weather stripping is used to assure an entirely weatherproof body when the top and windows are up. In an operation that takes but a moment the Cabriolet Coupe can be converted from an entirely closed model to an open roadster. This is done by merely folding the collapsible top which fits into a trim boot.

One of the features of this model is the provision for the removal of the panel at the rear when the top is raised. This permits the occupants in the rumble seat to converse freely with the passengers in the front compartment, thus giving a distinct air of chumminess to the car. When the top is lowered, the side windows which are set in nickled frames, may be raised, thus providing a three-sided windshield. Automatic windshield cleaner, rear view mirror and stop light have been added as standard equipment.

Fine leather upholstery in the interior adds to the smartness of the Cabriolet Coupe. Landau bows and the top of genuine Burbank material are among the custom car refinements which enhance the individuality of the car.

The high standard of performance of the Whippet line of motor cars is maintained in the Cabriolet Coupe,

according to officials of the Willys-Overland Company. Noted for its oil and fuel economy, power and speed, it also embraces numerous features and advantages found in cars selling in a higher price field. These features include Bondix 4-wheel brakes, increased roominess, low centre of gravity to provide greater road stability, higher speed, more power, faster acceleration, force feed lubrication system, silent timing chain, adjustable steering column, oversize balloon tires and snubbers on the front springs.

Willys-Overland officials declare that in the design of the Whippet Cabriolet Coupe an advanced step has been taken, striking a new idea of value in the light car field.

### Willys-Knight Great Six Roadster

THE Willys-Knight Great Six Roadster exhibited at the automobile show accentuates the smart lines that has made this car one of the most popular of all open models during the past year. Refinements which have been made tend to enhance the racy appearance.

The smart streamline effect of the Willys-Knight Great Six Roadster is augmented by the rich color combination of Holyoke Gray below the belt and Himalaya Gray above. The striping is Agassiz Red on a rich black moulding. The upholstery material of Spanish gray leather perfectly matches the exterior color scheme.

The Great Six Roadster accommodates four passengers in comfort, two in the front seat and two in the rumble seat which is built into the rear deck. When not in use the auxiliary rear seat may be folded compactly into the space provided for it.

The front seat is 43 inches wide, 19 inches deep, while the rumble seat is 44 inches wide and 16 inches deep. The driver has ample leg room with 33 1/4 inches from clutch and brake pedals to the seat. The doors are 25 1/2 inches wide.

The one-piece windshield with a backward slant gives a touch of jauntness to the roadster while the collapsible weather proof top may be raised or lowered in a moment.

The Willys-Knight Great Six Roadster is equipped with cowl ventilator, bullet head lamps and parking lights while the dimming attachment is within easy reach of the driver's fingers on an extension arm on the steering wheel.

Willys-Overland officials state that this model has become a great favorite with women and with the younger set who desire a smart car for town and country use that will meet all demands for speed, power, style and general serviceability.

### New Brunswick Adopts Road Numbering Plan

INSTALLATION of the numbering system on New Brunswick's motor roads, adoption of which was announced on January 25th, is proceeding, together with the erection of the standard direction and danger signs as adopted by the Canadian Good Roads Association.

The numbering signs are being placed on more than 1,400 miles of main trunk highways immediately, and later will be extended to the 3,300 miles of secondary roads in the province. As the numbering and standard road direction signs are being installed on the main trunk highways, direction signs are being placed at all cross-roads and intersections with other roads.

The standard road direction signs were originally designed and suggested by the New Brunswick Automobile Association, and were first used by the highways branch of the New Brunswick Department of Public Works, being later adopted for general use throughout Canada.

America has adopted the Weymann body. On the low-weighted Stutz it has become the choice of those motor-wise buyers who prize the ultimate in smartness, lightness, speed, luxury of riding and driving—plus safety. Stutz-Weymann sales have tripled during the last year. America has adopted the Weymann body. On the low-weighted Stutz it has become the choice of those motor-wise buyers who prize the ultimate in smartness, lightness, speed, luxury of riding and driving—plus safety. Stutz-Weymann sales have tripled during the last year.

America has adopted the Weymann body. On the low-weighted Stutz it has become the choice of those motor-wise buyers who prize the ultimate in smartness, lightness, speed, luxury of riding and driving—plus safety. Stutz-Weymann sales have tripled during the last year.

On the low-weighted Stutz it has become the choice of those motor-wise buyers who prize the ultimate in smartness, speed, luxury of riding and plus safety. Stutz-Weymann tripled during the last year. America has adopted the Weymann body. On the low-weighted Stutz it has become the choice of those motor-wise buyers who prize the ultimate in smartness, speed, luxury of riding and plus safety. Stutz-Weymann tripled during the last year. America has adopted the Weymann body. On the low-weighted Stutz it has become the choice of those motor-wise buyers who prize the ultimate in smartness, speed, luxury of riding and plus safety. Stutz-Weymann tripled during the last year.

WHEN IT IS EQUIPPED WITH A WEYMAN FLEXIBLE BODY, LIGHT AND LUXURIOUS, STUTZ, WITH ITS LOW CENTER OF GRAVITY, PROVIDES GREATER EASE OF CONTROL AND IS SETTING NEW STANDARDS FOR SMARTNESS AND RIDING COMFORT.

THE LOW-WEIGHTED STUTZ



V & S Motors, Ltd.

Sells Stutz Cars

The Toronto salesrooms for the Stutz cars are located at 146 King Street West where a complete line of these splendid cars is now on display. You ought to see what Stutz is today doing for safety and speed in motordom.



Trust the life of your engine to Autolene Oil

There are no clacks and clatters in the normal, properly lubricated gasoline engine. Noisy Engines have short lives.

For 22 years Autolene Engine Oil has been keeping engines quiet, increasing their efficiency and prolonging their lives.

This lubricating oil is refined, and laboratory tested by the British American Oil Company and behind

every gallon is the integrity and surety of this great Canadian Company.

There is a grade of Autolene Oil for every size and make of gasoline engine. Courteous dealers and well-equipped service stations everywhere

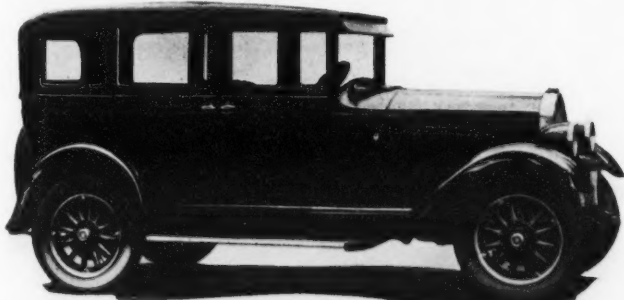
Trust the life of your engine to Autolene Oil. You will notice the difference with the first filling.

The BRITISH-AMERICAN OIL CO. LIMITED  
Refiners of the Celebrated Peerless and Super-Power Gasolines.

Every Grade of Autolene conforms to Rigid SAE Standards. SAE is the Symbol of the Society of Automotive Engineers

Autolene ENGINE Oil  
A Grade for every size and make of Engine

LIGHT, MEDIUM, HEAVY, SPECIAL HEAVY EXTRA HEAVY



THE NEW WILLYS-KNIGHT STANDARD SIX SEDAN

A side view of the striking new Willys-Knight Standard Six Sedan. This car is a member of the new line of Willys-Knight Sixes being introduced by the Willys-Overland Company. In the production of this car the Toronto manufacturer reaches for the first time in the history of the company, a lower price class with a Knight engine car, the new model selling in the \$1,400 price field. In nearly every respect the new Willys-Knight Standard Six retains the same characteristics of design, performance and appearance as featured by its two larger and older companions—now designated as the Willys-Knight Special Six and the Willys-Knight Great Six. Unusual lines of beauty mark the new Willys-Knight model while the interior appointments bear the mark of quality and refinement.



## THE NEW MODELS

### Walter P. Chrysler Announces the New De Soto Six

THE new De Soto Six, generally regarded as Walter P. Chrysler's most important engineering offering to the motor public since the appearance of the original Chrysler car, is about to go on display throughout the country. The new car exhibits a degree of style, beauty and roominess hitherto unknown in its price field. It is built in seven body styles and bodies are priced well under \$1,100 at the factory.

While preserving a distinctly individual appearance, the De Soto Six instantly proclaims its Chrysler parentage and its Chrysler heritage of standardized quality. It will, De Soto-Chrysler officials believe, cause a sensation in its price class equalled only by that which the original Chrysler car caused when four years ago it materially advanced the standards of the entire motor car industry. The De Soto Six is, officials add, Mr. Chrysler's answer to the insistent demand for a bigger, more powerful and more luxurious car in the field of lower-priced Sixes.

Flashing getaway, smoothness of operation at all speeds and instant stopping power, with all the power and performance characteristics for which Chrysler cars are known the world over, have been incorporated into the Chrysler-built De Soto Six. The engine, of Chrysler design and manufacture, has an S. A. E. rating of 21.6 horse-power, and actually develops in excess of 55 horse-power. The "Silver Dome" perfected high-compression cylinder head, using any standard grade of gasoline and extracting the maximum in power, hill-climbing ability, acceleration and speed, is standard equipment. The famous "Red Head," which obtains even greater speed from high test fuels, is also available.

The remarkable power of the De Soto engine is accounted for by incorporating many high grade features, carefully engineered. The crankshaft is unusually heavy, rigid and short for the size of the engine. It is 30-29-32 inches long, and its main bearings are 2 1/4 inches in diameter. Centrifugal forces have been neutralized by counterweights installed on the crankshaft, thus eliminating vibration and reducing bearing pressures. In addition, careful static and dynamic balance of the crankshaft to limits as close as 1-10 of an ounce insures a smooth and constant flow of power at all engine speeds.

### Durant Cars at C. N. E.

A VISIT to the Canadian National Exhibition will not be complete unless the display of Durant automobiles has been included. These popular cars will be found in the automobile buildings, and it is certain that they will attract a great deal of attention, because nearly everybody is talking about them.

The talk started early last spring. Very soon afterward, the news began to spread concerning their remarkable performance, and it was not very long before the demand began to grow and grow until it reached the highest peak in the company's history.

The strong position of Durant Motors of Canada, Limited, as shown by the annual statement and the declaring of a dividend served to further establish the Durant Car on the Canadian market, so that to-day there are more Durant cars and more Durant car enthusiasts than ever before.

The Durant car created its own reputation. The family that bought one was soon asked questions about it, and, being more than delighted

with its performance, riding comfort and behavior generally, the Durant was recommended to the neighbors. It can therefore be readily seen that the insistent demand which the company has experienced throughout the entire summer is a demand that the cars themselves have created.

The reason is not hard to find. In the first place, the Red Seal "L" head Continental motor is conceded to be a masterpiece in motor construction and the engineering principles involved are known to be of the very highest calibre. Nothing is left to chance, for in the Continental laboratories, every twenty-four hours sees the completion of new tests that have been carried out for scientific reasons. Every part of a Red Seal Continental motor has been proven in a score of ways before it is "passed."

The Red Seal is the sign of quality and a high standard is maintained, as for example, in the use of the Morse Silent Timing Chain. Full force feed lubrication is another factor that ensures long motor life and equally as important is the thermostatically controlled cooling system, for the reason that the proper temperature for the most economical consumption of gasoline and oil is secured by this method.

The introduction of Bendix four-wheel brakes with this season's Durant cars has been another popular feature. The sure, soft action so easily obtained makes driving particularly attractive, especially in the city, where traffic is congested and where reliable brakes are so exceedingly important.

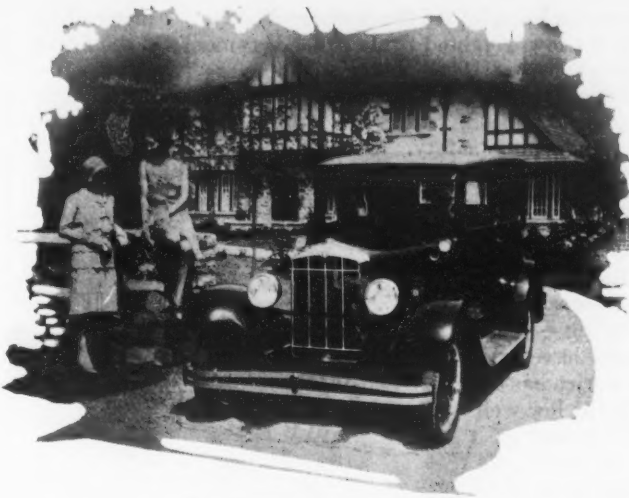
A good deal could be said regarding the benefits derived from cold-riveting the chassis frame. This feature, however, is very well known and has more than substantiated the claims made for it. This method of fabrication provides a remarkably strong chassis frame and accounts for the fact that Durant cars stand up and look well even after thousands of miles of service.

### New Fisher Body Designs

FEW people realize the tremendous amount of time and careful study that is put into the designing of a motor car body. The General Motors' cars now on display at the Canadian National Exhibition reveal a style and distinctiveness that has always characterized Fisher Bodies. Innovations and refinements have been introduced by the Fisher Body Corporation that will ultimately be reflected in all motor car designs. Months of intensive study and experiment were necessary before these new Fisher designs were finally approved. The new body exists first only in the mind of the designer. Through previous months he has kept constantly in touch with engineering improvements, with new trends in public taste and new chassis developments, which may require changes in the body.

He has discussed with many executives the new body to be produced. Some of these executives are representatives of the public, in that they translate to the designer the opinions of dealers who have, in turn, arrived at these opinions through many conversations with their salesmen and with the public. He also discusses the new body and its requirements with men who know body production—who advise him upon the practicability of the changes which he has in mind.

In designing a Fisher body, the designer must observe a great many details. He always must leave a certain number of inches between the seats and the roof for head room. He must allow a certain amount of leg room for front-seat and rear-seat passengers. The seats, because of the seat cushions, must be a certain minimum depth; they must be a



THE DURANT 4 TWO-DOOR SEDAN

certain width and a certain length. The doors must be a certain number of inches in width. These are fixed measurements. He cannot depart from them. Comfort and convenience of the eventual owners of the new car require that he conform to these fixed measurements with undeviating exactitude.

It is the employment of these fixed

measurements in such a way as to create a pleasing, harmonious, beautifully proportioned body, which constitutes one of the chief problems of the master designers employed by Fisher.

In most instances, of course, their work is based upon the body designs of the year before—for General Motors and Fisher believe in

the policy of few changes—a policy which is greatly to the benefit of the owner, who finds that the resale value of his General Motors car is always high. It also helps in holding down prices of new cars, a factor greatly to the benefit of the new buyer.

Changes are necessary in body lines, in hardware, in style of upholstery, to meet the constantly shifting taste of the public. The public fancy is caught, perhaps, by some change in motor car lines. A general trend in body and chassis manufacturing is the result. The public is always demanding that which is new and different. Fisher designers and engineers are constantly working to keep ahead of that demand.

The first step is the transferring from the mind of the designer to a large blackboard, a full-size picture of the car. After the car is carefully drawn on the blackboard, a wooden frame of the new model is set up. This is constructed with painstaking attention to the precise measurements of the car, depicted in chalk upon the blackboard.

This framework is then filled out with modellers' clay—the same kind of clay which sculptors use in the modelling of statues.

Just as the clay model of the

sculptor is later reproduced by workmen in marble or in brass, so the clay model of the new body is to be reproduced in wood and steel by the thousands of Fisher craftsmen with machinery which permits quantity production.

The clay model is created with the utmost care. A few necessary mechanical parts are employed, such as steering-wheel and post, springs and traction wheels, lights and upholstery, but all else is wood and clay. This model is precise in its measurements. It is, to the eye, the complete body itself, with interior lights, hardware and all other fittings installed.

After the clay has dried the entire model is painted. It reveals exactly how the new body will look.

Then it must pass several examinations. Expert designers, men who devote their lives to the creation of fine bodies for Fisher and General Motors and for the great public which they serve, view it time after time with scrutinizing eyes, consider and weigh every detail of it over and over again.

They do this for the purpose of trying to better the design. They make suggestions. This contour may be slightly more pleasing if modified this way, or emphasized in that way. A certain line, if carried farther,



# Take a Ride and you will know

ONE of the most spectacular achievements in automotive history is the manner in which today's "Bigger and Better" Chevrolet is increasing its margin of leadership as the world's largest builder of automobiles. Since January 1st more Chevrolets have been delivered than in any previous eight months' period.

Come, take a ride! Learn the reasons why people prefer Chevrolet. Experience the effortless handling, the supreme comfort and high speed endurance that have been such important factors in the sensational popularity it is enjoying in every section of the land! Learn by

sitting at the wheel of this great new car what amazing performance is now available in a low-priced automobile!

Know Chevrolet performance! Wherever hills are steepest, the fame of the Chevrolet motor is greatest—because it is built on the valve-in-head principle which provides all the power advantages of overhead direct firing.

Chevrolet's delightful smoothness is achieved by the use of invar-strut alloy pistons, and by the accurate balancing of reciprocating parts.

Chevrolet flashes out and away when you open the throttle because it offers the advantages of light invar-strut pistons, large valves, and carburetor equipped with an acceleration well. Come, take a ride—today!

The G.M.A.C. . . General Motors' own deferred payment plan affords the most convenient and economical way of buying your Chevrolet on time. U.C.-25-B-28

Roadster	• • • • •	\$625.00
Touring	• • • • •	625.00
Coupe	• • • • •	740.00
Coach	• • • • •	740.00
Sedan	• • • • •	835.00

All prices at factory, Oshawa—Government Taxes, Bumpers and Spare Tire Extra.



Imperial Sedan	• • • • •	\$890.00
Convertible Cabriolet	• • • • •	865.00
Commercial Chassis	• • • • •	470.00
Roadster Delivery	• • • • •	625.30
Utility Truck Chassis	• • • • •	665.00
Roadster Express	• • • • •	630.00

All prices at factory, Oshawa—Government Taxes, Bumpers and Spare Tire Extra.

# CHEVROLET

See the Bigger and Better Chevrolet in the Transportation Building at the Exhibition!

CHEVROLET MOTOR CAR COMPANY OF CANADA, LIMITED  
Winnipeg Oshawa Vancouver

PRODUCT OF GENERAL MOTORS OF CANADA, LIMITED



A NEW AUBURN MODEL

This new Victoria Coupe will be available both in the '88" and '115" models and will have a seating arrangement for four persons. The back seat will comfortably seat two grown persons with the driver's seat offset and a little to the front. The driver's seat is of permanent construction, very comfortable and generously upholstered. There is also an additional folding seat to accommodate a fourth person which, when not in use, folds completely out of way under the dash. The upholstery and interior fittings are of the finest and in every way up to the usual high Auburn standards. It is shown at the C.N.E.



## THE NEW MODELS

may give the effect of a lower roof. The fenders may be redesigned to make the car seem lower.

Sometimes three or four clay models may be created before one is finally accepted as the prototype of the new body. Then the work preliminary to production is commenced.

The new body is then created from the engineering viewpoint. It is yet but a model—it must be worked out with respect to stresses and strains, so that it will stand up, in daily service of the hardest kind, throughout the long life of the car.

### Vauxhall Stand Rigid Tests

ONE wonders which stock car is the fastest in the world. Several years ago a Vauxhall 30-98 set the speedway stock car record of the world. Its rate of speed in that official trial of 106 miles per hour has never been equalled on a speedway. But, on the straightaway of Daytona Beach, Auburn and Stutz early this year both made records that approximate the Vauxhall 30-98 record. This Vauxhall model, by the way, develops 130 horse power at 4,000 r.p.m. An interesting coincidence is that both the Auburn and Stutz record breakers develop 115 horse power and all three makes are distributed in Ontario by V. and S. Motors.

Supplementing the 30-98 Vauxhall are two sixes, the smaller of which is the 20-602 medium sized car that is a staunch enduring automobile in which unusual pains have been taken to secure power balance and mechanical balance. Among other unusual features is its nine bearing crankshaft.

Following road tests of many thousands of miles over the indifferent and worse roads of the Balkans and South Africa a 20-60 Vauxhall sedan in the presence of Rt. Hon. L. M. Amery, secretary of state for dominion affairs, was deliberately rolled broadside down a 30-foot bank. The "gas" had been shut off and the battery plugged. After this heroic test of its ruggedness it was examined. The off fenders, scuttle and running board were somewhat dented and bent, and flying tools had smashed the windshield in the double somersault. Outside of a few superficial scratches the car was otherwise unscathed. All doors opened and closed normally. Mr. Amery climbed into the car. The gas was turned on, the engine started and the car climbed a bank of lime, stones and underbrush with a 1 to 2½ gradient.

### Stutz Records

AFTER winning every stock car competition for which they were eligible on this continent including the coveted Stevens Trophy, the Pike's Peak climbing classic and Penrose cup in record time, achieving the distinction of being the first stock car made on this continent to win a racing even on England's great speedway, Brooklands, and then doing 106.52463 miles per hour on Daytona Beach the famous Stutz eight was withdrawn from stock car speed trials and competitive events pending revision of the A. A. A. contest board's rules and regulations governing these events.

Since its advent the Stutz eight has been a car of advanced design, distinctively distinguished appearance, brilliant performance and unusual safety features. Some of the factors contributing to the last mentioned of these are its extraordinarily low centre of gravity and ruggedness of structure, shatterproof glass and unusually efficient brakes. A word about these brakes will be of interest. The standard of the U. S. bureau of Standards sets 24 feet some inches as the ideal stopping distance of a car equipped with four wheel brakes when travelling at a rate of speed of 20 m.p.h. In a recent test a new Stutz when travelling 20 m.p.h. was stopped not in 24 and a fraction feet, but in ten feet!—a truly amazing performance.

With standard equipment the Stutz develops 115 h.p. and with compression pistons (6.25:1) 121 h.p. at 3,600 r.p.m.

### S.K.F. Bearings

ANTI-FRICTION bearings are fast superseding the old type of plain bearings, which can be best illustrated by the modern and rapidly developing methods of air-travel, they being universally equipped with anti-friction bearings throughout.

This also applies to modern industrial machinery, such as used for the fabrication of pulp and paper products. Practically every type of modern industry, where efficiency and increased production and finer workmanship are demanded, anti-friction bearings have been adopted.

All the better makes of motor cars are also equipped at all the vital points with anti-friction bearings, giving longer life, lower maintenance and transportation costs.

The SKF Company is known throughout the world as being pioneers in the use and application of anti-friction bearings.

The Canadian company's head office is located in Toronto, with branches at Montreal, Winnipeg and Vancouver.

### Studebakers in Record Run

THE contest board of the American Automobile Association announced recently the result of a 30,000-mile run by two Studebaker President "8" roadsters on the Atlantic City Speedway, each of the cars making the distance in less than 26,500 consecutive minutes.

One maintained an average speed of 68.3711 miles an hour and the other an average speed of 68.3648 miles an hour. The first took 26,326 minutes, including all pit stops. The elapsed time was 438 hours 46 minutes 55.47 seconds. Application has been made to the International Association of Automobile Clubs in Paris for recognition of the new records made in the run.

The American Automobile Association certified the cars as stock models, its representatives having picked engines and chassis at random from an assembly line at a factory.

### Cariboo Road to Be Rebuilt

RECONSTRUCTION of the Cariboo Road, termed by Judge Howay in his "History of British Columbia", "the Apian Way of British Columbia", will be completed this Fall, according to "The Engineering Journal", published by the Engineering Institute of Canada.

The name of the road was derived from the discovery of gold on Williams Creek in 1857. In 1862 a party of Royal Engineers built the first six miles of the road north from Yale. The road proper now extends from Hope to Prince George, 432 miles, or a total of 536 miles inland from the Pacific Coast.

With the exception of the part between Lytton and Clinton, eighty-seven miles, which traverses the Thompson and Bonaparte Valleys, the highway approximately parallels the Fraser River throughout its entire length. Until it was reconstructed, all through highway traffic had to detour through the State of Washington.

### A Steel Air Pilot

A MECHANICAL "steel pilot," capable of flying a large passenger aeroplane in any weather, enabling it to take off and to land unaided, and controlling the height and direction of the machine's flight in response to a passenger's slightest wish as expressed through the medium of an electric button, has been perfected



J. H. BEATON  
General Sales Manager, General Motors of Canada, Ltd.

after ten years of study and experiment by Commandant Max Boucher, the French flying "ace," and M. Raoul Bernady, his engineer colleague. Official tests have just been carried out before a French aviation commission

at Istres aerodrome, near Marseilles. The "steel pilot"—which is of very simple construction and weighs under 70 lbs.—was fitted to a Breguet bomber, in which the members of the Commission took their places as passengers. Throughout the demonstration flight, which lasted several hours, the mechanical "pilot" manipulated the joystick without hitch of any kind. It is even claimed that certain manoeuvres—such as the correction of a plane's balance after a rapid turn, or a descent (which normally require long experience to carry out smoothly) were executed by the mechanical "pilot" more quickly and easily than they would have done by a human one. The passengers pressed at will buttons labelled "mount," "descend," "turn right (or left)," "spiral," "straight ahead," and in every case the orders were carried out immediately by the machine. The "steel pilot"—which it is prophesied will be later be introduced on a big scale for the control of fleets of "planes directed by wireless from a single switchboard on the ground—consists of three "stabilisers," regulating respectively the aeroplane's longitudinal and lateral balance and the direction of its flight.

### Mexican Road Building Booms Gasoline Sales

THE consumption of gasoline is on the increase in Mexico, due to the expanding of the national highways because of the construction of new roads and the opening up of traffic arteries that have long been in disuse, according to government figures. This road building activity has given more avenues of travel to automobiles and has resulted in the greater popularity of cars of all kinds.

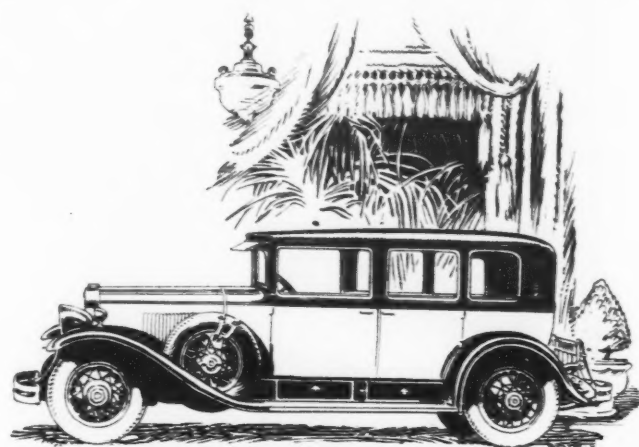
Since the establishment of the tax on the sale of gasoline in 1925, government revenues from this source has almost doubled, the report declares. The remarkable increase in revenues from the gasoline tax have compensated, in a measure, for the drop in receipts from the tax on oil production, it is said.

The May and June income from gasoline taxation showed a considerable increase over receipts for April, March and February of this year. The May and June receipts were 1,180,507.08 pesos, while those for the earlier months were 940,523.10 pesos.



H. A. BROWN  
Vice-President and General Manager of General Motors of Canada, Limited.

I have felt ever since I attended the first Assembly of the League of Nations that its great defect is that it has no direct connection with Christianity or organized religion.—Lord Cecil.



## PRESENTING The NEW CADILLAC The NEW LA SALLE and NEW FLEETWOOD BODY CREATIONS

TODAY Cadillac inscribes a new chapter in its record of attainments . . . in the presentation of the most extensive line of fine cars ever offered . . . the New Cadillac, the New La Salle and the New, exclusive Fleetwood creations on these chassis.

These new cars are placed before the most exacting public in the world, with the assurance that they represent a brilliance of performance, a character and a completeness such as no manufacturer has ever yet presented.

Never before has motoring been such pure, unalloyed enjoyment as these new creations now make it. Never, in any car at any price, here or abroad, have such

scintillating performance, simplicity of control and complete security been combined.

In the exquisite lines and colorings of the New Cadillac and New La Salle, you sense something of the distinction which marks these new creations . . .

. . . but to appreciate fully how great the advance they represent, you must drive them, and test in action their flawless performance, their exertionless ease of control, their lavish array of all that spells luxury in motoring.

The New models are now ready for inspection at Cadillac-La Salle showrooms. A demonstration will gladly be arranged. See and drive the New Cadillac or La Salle today.

### THE MOST COMPLETE AND EXTENSIVE LINE OF FINE CARS EVER PRESENTED

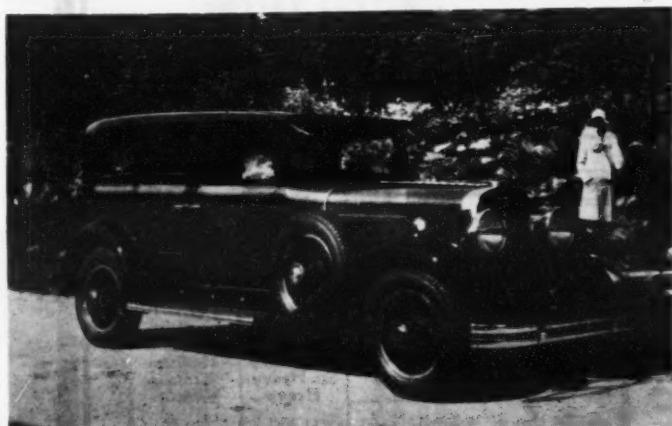
- 1 Security-Plate Glass—For your greater protection.
- 2 New Cadillac-La Salle Syncro-Mesh Silent-Shift Transmission.
- 3 New Cadillac-La Salle Duplex Mechanical System of Effortless Four-Wheel Brakes—The most scientific, costly and efficient ever developed.
- 4 Powered by the Famous 90-Degree V-Type, 8-Cylinder Engines. Incomparably smooth and silent.
- 5 New Adjustable Front Seats—Easily adjusted to suit the comfort of any driver.
- 6 Pneumatic Control in Chassis and Body Engineering—Assuring maximum quietness. Bodies by Fisher and Fleetwood.
- 7 New Modernity in Finish and Appointment—Deep, rich upholstery. New fittings.
- 8 Chromium Plating—Assures permanent lustre of exposed nickel parts.

New Cadillac and La Salle cars may be purchased out of income on the G.M.A.C. Plan.



## On Display at the CANADIAN NATIONAL EXHIBITION

CADILLAC MOTOR CAR COMPANY OF CANADA, LIMITED  
Subsidiary of General Motors of Canada, Limited  
OSHAWA, ONTARIO



THE CADILLAC IMPERIAL

Suitable for either owner or chauffeur driving this Cadillac seven-passenger Imperial is an impressive leader in the Cadillac line. New shoe-type "effortless" brakes, new transmission and the steering wheel of small cross-section adapt even the largest models to easy handling by women.



# The Motor Car and its Critics

(Continued from page 9)

Mail-order houses may be desirable or undesirable—their merits are not under discussion here—but the testimony of many observers is that the automobile is profoundly modifying this form of merchandising. Some United States mail-order houses used to advertise that they never permitted a customer inside their doors; that everybody whether from the city in which the house was situated or from a point five thousand miles away, bought from a catalogue and sent his order by mail. Today, one of the largest of these houses is opening thirty-six branch houses in as many different cities and will have them all going within a year. In Canada the newspapers tell us that the same movement is in progress. Why? Because country people now drive so much further in their motor cars than they did in their horse-drawn vehicles that, instead of buying from a picture and a description, they drive into the nearest town or city and buy after seeing and handling the goods.

This movement has, of course, greatly affected the purely rural village, a change that, whatever its beginning, has been expedited by rural mail delivery, but in the place of that isolated village the automobile has started the growth of highway suburbs which stretch for miles and miles into the country and which in many places in both Canada and the United States now join city to city. These suburbs bring into the country what are commonly considered "city" conveniences and place them in the reach of thousands previously denied them. The inevitable trend of this highway suburb movement is seen in Ontario in the starting of a second east-and-west highway through the southern part of the province from the Detroit-and-St. Clair rivers border to the Quebec boundary near Montreal. This highway will be about forty or fifty miles north of the Kingston road or Highway No. 2 as it is officially called. Its western terminal will be Sarnia and its eastern, so far as cities are concerned, Ottawa. From the Capital there is already a good highway to Montreal along the south bank of the Ottawa river. This highway will pass through cities and towns that have hitherto felt themselves on a back street, and it will moreover open up much beautiful lake and river scenery. It means the giving of new opportunities to many districts and the urbanization of a belt of fertile and highly productive country five hundred miles long. Is the machine that is chiefly responsible for this, proper-intersections. Heavy traffic is the

A traffic accident is the result of something unexpected and unlooked for, and is not a premeditated act. Irregular movements, particularly those arising out of left turns, are the cause of most intersection accidents. Such irregular movements introduce uncertainties which result in accidents.

It is suggested that the ultimate solution of traffic accidents at street intersections is the elimination of disorderly movements and the channelization of traffic. This can be accomplished by a signal correctly placed in the throats of intersecting streets.

According to a recent report of the Commissioner of Motor Vehicles of the state of New York, it is the experienced driver, or rather the driver who has been operating a car

for a long time, who creates a greater percentage of the accidents than the driver who has possessed his license but for a short time. This is due, no doubt, to the fact that experience is likely to breed recklessness, whereas the newer driver does not have the confidence to take chances. The moral is obvious: take no chances; keep to the right; obey traffic signals. If these three rules are kept in mind, traffic accidents will be reduced to a minimum and congestion will be relieved.

## New Brunswick Motor License Receipts Gain

MOTOR license receipts at the New Brunswick Department of Public Works for the nine months to July 31 are \$123,000 in excess of receipts for the same period of 1927 and about \$60,000 ahead of the gross receipts last year, according to D. A. Stewart, Minister of Public Works. Receipts for the first nine months amounted to \$680,156.78, returns

from the motor vehicle licence branch show, as compared with \$557,582.74 for the same period last year. The receipts for the first nine months of the present fiscal year are greater by \$59,705.97 than the total receipts for the entire fiscal year of 1927, when the gross reached was \$620,405.81.

For the first time in some months receipts from motor vehicle licences in July fell behind the corresponding month of last year.



# All These

Oil wells beyond the equator, tank ships transporting a better crude from far Peru, tank cars, refineries, thousands and thousands of men—all these enter into production of Marvelube, a better oil made from a better crude. And then there are the years of research and experiment; millions of dollars expend-

ed in perfecting better methods of manufacture, and the unending, jealous vigilance that maintains Marvelube quality always. Only Imperial Oil Limited has resources to make Marvelube, only Imperial Oil has access to Peruvian crude, the better crude from which this better oil is made.

# Marvelube

LET THIS CHART BE YOUR GUIDE

There is a grade of Marvelube exactly suited to your motor's requirements. If your car is not listed on this abbreviated Chart, see the complete Marvelube Chart at any Marvelube dealer's



MAKE OF AUTOMOBILE	GRADE FOR SUMMER	GRADE FOR WINTER	MAKE OF AUTOMOBILE	GRADE FOR SUMMER	GRADE FOR WINTER	MAKE OF AUTOMOBILE	GRADE FOR SUMMER	GRADE FOR WINTER
Buick	Heavy	Medium	Hudson	Heavy	Medium	Pierce-Arrow	Heavy	Heavy
Cadillac	Sp. Heavy	Medium	Hupmobile (6 and 8 cylinder)	Heavy	Medium	Pontiac	Heavy	Medium
Chandler (Sp. 6)	Heavy	Medium	Jordan (6 and 8 cylinder)	Heavy	Medium	Reo	Heavy	Medium
Chrysler (all other models)	Heavy	Medium	La Salle	Sp. Heavy	Medium	Rickenbacker	Heavy	Medium
Chevrolet	Heavy	Medium	Lincoln	Sp. Heavy	Medium	Rolls Royce	Heavy	Medium
Chrysler (Imperial Eighty)	Sp. Heavy	Medium	Marmon (8 cylinder)	Heavy	Medium	Star	Heavy	Medium
Chrysler (all other models)	Heavy	Medium	Marmon (all other models)	Sp. Heavy	Medium	Studebaker	Heavy	Medium
Dodge (all models)	Heavy	Medium	Nash	Heavy	Medium	Stutz	Sp. Heavy	Heavy
Durant	Heavy	Medium	Oldsmobile	Heavy	Medium	Vauxhall	Heavy	Medium
Erskine	Heavy	Medium	Overland	Heavy	Medium	Whippet	Heavy	Medium
Esser	Heavy	Medium	Peerless (90, 70, 72)	Sp. Heavy	Medium	Willis-Knight (4 cylinders)	Ex. Heavy	Medium
Ford (model "T")	Heavy	Medium	Peerless (all other models)	Heavy	Medium	Willis-Knight (6 cylinders)	Sp. Heavy	Medium
Ford (New)	Heavy	Medium				Wolverine	Heavy	Medium
Franklin	Sp. Heavy	Medium						
Graham-Paige	Heavy	Medium						

## Traffic Control Solution of Traffic Accident at Intersections is the Elimination of Disorderly Movements

TRAFFIC regulation is defined as means by which the movement of traffic is confined to proper channels and disorderly movements are prevented. A signal to accomplish this is a regulating signal. Traffic control refers to means by which traffic may be halted. A "Stop and Go" signal is a control signal. Regulating signals should be used at the majority of intersections to maintain a fluid and orderly movement of vehicles and to safeguard pedestrians. Control signals should be used at heavy traffic points and only during the hours when traffic is heavy.

It is often wise to install control "Stop and Go" signals on pedestals in the throats of the minor streets to operate "Stop and Go" during heavy traffic hours, to be turned on as flashing signals during light hours and allow the continuous safe movement of traffic without stopping, and to regulate the movement of traffic and safeguard pedestrians at all hours. In this way, the signal lights may be placed in the position of greatest visibility. Traffic control and traffic regulation are thus provided for the same expenditure and an efficient 24-hour treatment is the result.

Accident data indicates that 90 per cent. of traffic accidents occur outside of business hours, and that 75 per cent. of all accidents occur at intersections. Heavy traffic is the safest. As a matter of fact it is about 15 times safer to cross the street through heavy traffic in business hours than at night when traffic is light. This illustrates the truth that the accident hazard decreases as congestion increases and vice versa.



## Ontario After Drunken Drivers

Attorney-General William H. Price Promises That Law Will Be Strictly Enforced—Amendment to Criminal Code in 1921 Covers Situation

HON. WILLIAM H. PRICE, Attorney-General of Ontario, has laid down the law with regard to the intoxicated motorist. He regards the drunken driver as the most dangerous individual with whom society has to deal and the full support of the Attorney-General's department is to be placed behind the enforcement of the amendment to the Criminal Code passed in 1921 which deals with this particular type of criminal.

Colonel Price's statement is as follows:

"In 1921 the Federal Government, on the application of the Attorney-General of Ontario, passed an amendment to the Criminal Code providing that any one driving a car while intoxicated would be subject to a jail penalty without the option of a fine. The minimum penalty is seven days for the first offence and the maximum thirty days; for the second offence not less than one month and not exceeding three months; for subsequent offences not less than three months and not exceeding one year.

"It apparently was felt at that time that the fines which were being registered for reckless driving and prosecutions for criminal negligence and manslaughter were not sufficient to cope with the increasing accidents caused by drunken drivers. This was exceptionally good legislation and, if it had been availed of to the fullest extent, would have had a very marked effect. Unfortunately, however, the general impression of the public was against the Ontario Temperance Act; they felt that this was only a part of the enforcement of that act and in consequence there was a general atmosphere in the whole Province against repressive measures. The police officers and magistrates found it increasingly difficult to have information laid under the Criminal Code.

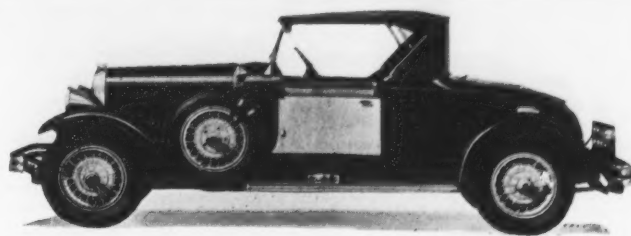
"Since the coming into force of the Liquor Control Act the police throughout the Province have been laying more charges under the Criminal Code. Public opinion has responded very much better to the enforcement of jail sentences for drunken drivers than it did under the Ontario Temperance Act. It has taken, however, some very considerable time to educate the public that this is a necessity, that it is not a repressive measure and that it should have unanimous public support.

"Penalties against drunken drivers, making it obligatory to have a jail sentence, is not a new type of legislation. If a postoffice employee steals letters, or takes money out of them, even although it may be a very small amount, the minimum sentence is three years. It was found by exper-

ience that it was absolutely essential to pass such laws to protect the public. This law giving jail sentences to drunken drivers, without any option of a fine, is for the protection of the general public, owing to the largely increased number of motor cars and the tremendous influx of foreign cars. It is absolutely essential that this law be enforced and enforced every time it is necessary. In order to have it properly enforced police officers should exercise very great care in making arrests; they must be certain in their mind that a man is intoxicated and unable to control his car and is becoming a nuisance on the public highway. If they have made sure of these points, then when the case comes before the Magistrate he should have no difficulty in making a conviction. In order, however, to carry public confidence, this law, which is a drastic one, must be enforced fairly, but relentlessly.

"When I was Provincial Treasurer I found that most people were agreed on economy, that is, economy in the abstract, but when it touched any particular phase of their own business, where they were benefiting by Government expenditure, or wanted grants for the municipality, then they insisted on these being an exception and deputations came to see the Government to make sure that the money was spent. In other words, they were prepared to see every one else's ox goled but their own. In some respects the public attitude on giving jail sentences to drunken drivers is the same; they are prepared to see every one else go to jail but themselves, or their friends; they seem to think that when it comes their turn there should be an exception. This makes it very difficult for police officers, magistrates and others whose duty it is to enforce the law without fear or favor.

"Knowing all the circumstances and the pressure which exists to keep out of jail an otherwise respectable citizen who has made a mistake, I think the administration of justice generally is to be congratulated. A point, however, has been reached when the whole administration of justice, whether it is in the hands of the police or the Crown officers, must be steered against any laxity for drunken drivers. I do not want this to be interpreted as an admission that there are more today in proportion to the number of cars driven, and the population, than we had in 1921, or 1923, but whatever the merits of that view, it is quite certain that there is a duty cast on those who are protecting the public to see that this very salutary piece of legislation is properly enforced. In this they will have the full support of the Attorney-General's Department."



**FLYING CLOUD SPORT ROADSTER**  
The most recent addition to the Flying Cloud line is a sport roadster. The one shown at the C.N. Exhibition is fitted with six wire wheels and tires. Upholstery is the finest pin grain leather in a light shade of tan. This forms a striking contrast to the black lacquer finish of the body and is accentuated by the ivory doors. Seating arrangements are particularly commodious and the large rumble seat with space for baggage will be appreciated. Windshield is of the folding type and the appointments of the car are in keeping with the best traditions of Reo.

578 units. Shipments to Brazil also showed a decided increase, amounting to 126 per cent. as compared with the May figure. Australia took third place as a market of importance in this classification and showed a gain of 59 per cent. over the May export figure. The average value of truck shipments for June was \$669.

Although shipments of other automotive exports were in general considerably above the figure for the corresponding month of last year, there were several instances where the May, 1928, shipments were considerably above the current month's figures.

This is especially noticeable as regards to electric trucks and passenger cars, automobile engines for passenger cars, trucks and buses, automobile parts for assembly, gasoline and oil pumps, trailers, motor cycles as well as motor boats and detachable marine engines.

Shipments of spark plugs in June were more than double the number and value of the May exports, while a substantial gain was registered in shipments of shock absorbers, bumpers, auto tire service equipment and other marine engines.

## Motor Coach Builders Copying Streetcars

RECENT developments made by builders indicate that the general shape and arrangement of the future motor coach is to be considerably changed from the present conventional form. The tendency seems to be toward the form of a street car with pneumatic tires, placing the engine elsewhere than at the front, asserts A. T. Atwell, of the Westinghouse Electric and Manufacturing Company, in the "S. A. E. Journal" for August.

The electric drive will, no doubt, be an important factor in working out the most suitable arrangement, because of the greater freedom it gives in the location of the engine.

The size of the modern coach necessitates the transmission of a large amount of power, and the reduction of concentrated stresses throughout the whole vehicle are items of vital importance to successful operation. The electric transmission produces smooth acceleration, continues Mr. Atwell, and the acceleration is rapid, because no time is lost, as when shifting gears with the mechanical transmission.

The driver's duties are simplified, because the acceleration is practically automatic, the driver being required only to operate the engine throttle and the steering-wheel during the accelerating period.

## 10,000,000 Tourists

THE Provincial Department of Highways estimates that more than 10,000,000 American tourists will visit Ontario this year, and spend approximately \$60,000,000 in the Province. An influx of 2,500,000 visitors from other countries, is expected, bringing the total estimated revenue from tourist traffic up to \$100,000,000.

From indications already received the number of tourists this year will be 40 per cent. greater than in 1927.

Early this year the Detroit Automobile Club asked the Provincial department for 10,000 road maps of Ontario. Yesterday the Government received a request for 10,000 more.

## Portuguese Turn to Right

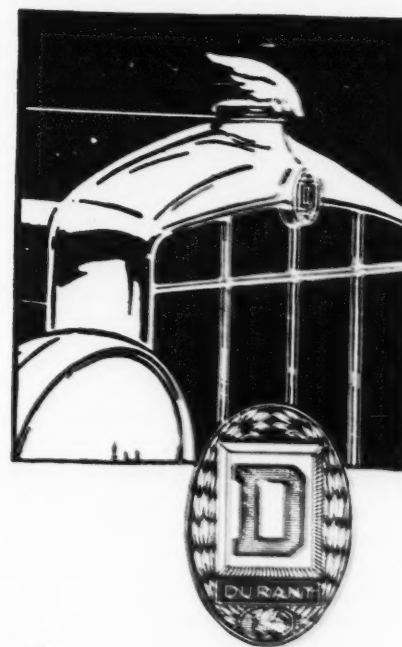
All motor traffic in Portugal now keeps to the right following a change in the country's traffic laws.



# See them at the Exhibition—DURANT Fours—Sixes

Thousands of Durant car owners will be among the crowds that throng the Automobile Buildings during the Canadian National Exhibition, and every one endorses the Durant as an automobile of outstanding merit.

They are representatives of that vast body of satisfied Durant owners that reaches from ocean to ocean and is ever ready to acclaim the Durant car as the best that can be purchased at or near its price.



Passenger Cars  
Fours and Sixes  
from \$225 to \$2195  
Each. Lowest One  
Taxes Extra.

Built by  
DURANT MOTORS OF CANADA, LIMITED  
TORONTO CANADA

# DURANT

Rugby Trucks, Four and Six Cylinders; Capacity 1 ton and 1½ tons

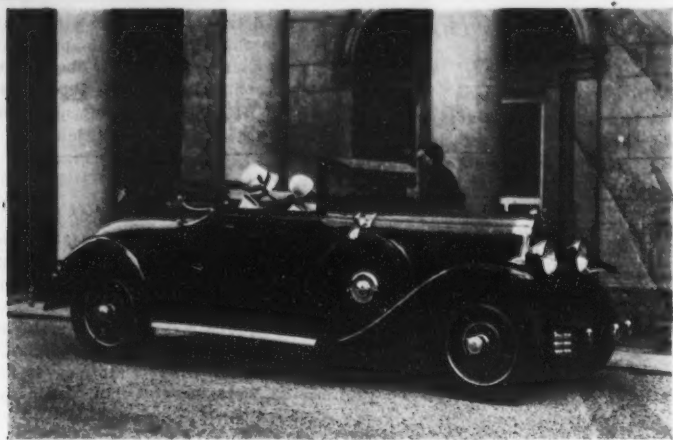


**WHIPPET COLLEGIATE ROADSTER**  
The 1928 Whippet Collegiate Roadster is marked by an even smarter appearance than the original model. The rumble seat built into the rear deck accommodates two extra passengers and is marked by a spaciousness seldom found in roadster models. The color combination is in keeping with the characteristic smartness of this car that has had wide appeal with members of the younger set who desire a car of unquestionable reliability, speed, power, stamina and smoothness and economy in operation.

Wm. Candler Co., Limited, 155 Stephenson Ave.  
Welsh Motors, Limited, 622 College St.  
Mills & Madwin, Limited, 3147 Yonge St.  
Kew Beach Motors, 2215 Queen St. E.

Toronto Durant Co., Limited, 757-775 Danforth Ave.  
Toronto Durant Co., Limited, 3032-34 Dundas St. W.  
Toronto Durant Co., Limited, Sheppard St., between  
Richmond and Adelaide.





Graceful curves have been substituted for straight lines wherever possible in the 1929 McLaughlin-Buicks, of which the convertible coupe, illustrated above, is an outstanding example. This model has a ninety-horse-power engine and accommodates two extra passengers in the comfortable folding seat. It is shown here with the top lowered, and with the new short-spoked demountable wheels which are finding considerable favor.

## National Parks Popular

Early Summer Motor Traffic to Canada's Scenic Playgrounds Breaks All Records

THE present season promises to be one of the busiest from the tourist point of view yet experienced in the national parks. Although the season has only begun, already many records for attendance have been broken and indications point to an increasing flow of traffic during the next two months. The fine addition to its Banff Springs Hotel, erected by the Canadian Pacific Railway Company to replace the old wing destroyed by fire a couple of years ago, has made this hotel one of the finest and most complete of its kind on the continent. Although the accommodation now totals 600 rooms, reservations already made show that these will all be needed for the coming traffic.

Motor traffic to the parks reached a larger volume for June than in the same month in any previous year. The Banff park is now accessible all the year round by motor, although tourist traffic cannot be said to begin until May. In April last, however, more than 1,700 cars went over the road between Calgary and Banff. In May the number of cars entering the park totaled 5,540 and in June 7,303. In the week-end from June 30 to July 2, in spite of the fact that there were heavy rains during Saturday, Sunday and Monday morning, 2,177 cars entered the park by the Kananaskis or eastern gateway, establishing the highest record for any week-end since the road opened. Attendance at the Government Hot Springs was also greater on this day than ever before recorded. The disappearance of snow from the high passes on the Banff-Windermere Highway permitted the opening of this road on May 17. During the period from that date to the end of June, 2,141 cars carrying 6,215 passengers, went over the highway. On the Kicking Horse Trail, which extends from Lake Louise to Golden, British Columbia, and connects Yoho national park with Rocky Mountains park, a similar activity was shown. Up to June 30, 1,034 cars traversed this highway, a high number, considering the time of the year and the location of the road. During the months of May and June a combined total of approximately 8,700 cars entered the three connected parks—Banff, Yoho and Kootenay.

In Jasper park passenger travel began early in June and reservations for the season indicate a larger volume of traffic than ever before. The new extensions to Jasper Park Lodge give increased accommodation as well as add to the pleasure and comfort of visitors. The Jasper golf course is also one of the great attractions and the outstanding character of the links induces many visitors to remain longer in the mountains than they had at first anticipated. Trail riding in Jasper Park is increasingly popular and each year the number grows of those who establish intimate acquaintance in this way with the great

and more remote regions of this playground. This season several of the outstanding trips are being organized so as to save the visitor both the time and expense of pack trains and many who have only a limited time to remain in the park will thus be able to see more of the interesting and remarkable regions which this park contains.

In Waterton Lakes park the new Prince of Wales hotel, opened last year by the Great Northern Railway Company, also reports a record number of bookings. This hotel is built in the style of an attractive Swiss chalet very much after the design of the well known hotel at Many Glaciers in the Glacier national park in the United States. Its site commands a glorious view up the whole length of Waterton lake into the United States territory with a background of sculptured and coloured ranges. The exceptionally good fishing in this park makes it one of the most popular with anglers and few visitors of this class go away disappointed. This year regular bus and motor boat services will be maintained between the United States park and the Canadian park. Thus these recreational areas form an interesting and unique example of how much adjoining national playgrounds may promote international good will.

## A "Wonder Car"

Colonel Bishop, Canadian War Ace, Invents a Clutchless, Gearless, Springless, Skidless Car

SOMETHING decidedly pretensions in the motor car line is announced in England as the work of that world-famed Canadian war aviator, Colonel Billy Bishop, V.C. This, according to a dispatch, is the world's latest "wonder car," which not only looks new and extraordinary, but is full of surprises inside. It is described as "long, low, powerful, silent, graceful and austere of line."

Elimination is claimed of gears, clutch, springs, shocks and skids, and the cooling system being by steam requires the very modern sum total of attention of one cup of water a year! "All you do," said Col. Bishop, "is to start the car"—and he did so—"and accelerate—thus—and the car moves off." And it did.

"The speed is regulated entirely by the pressure of the acceleration," he went on. "Take your foot off and the car free-wheels."

The only ordinary thing about the car is that it stops with the aid of brakes. And even the hand-brake is unusual—it is simply a handle about three inches long on the dashboard. On—off, just like a tap handle.

However much of a slope the car is on, it cannot go backwards. The

wheels automatically lock. And it cannot skid; it has an automatic variable transmission, which dispenses with gear and clutch, and a mysterious differential which does away with skidding.

The wheels are suspended independently, rubber buffers replacing springs, and the steering is independent; this eliminates wheel wobbling entirely. And it is possible to turn suddenly at very high speeds.

"This is the first of its kind to be made," said Colonel Bishop, "and I have only just had it delivered. It is the result of seven years of experimenting. Of course, the car is revolutionary—it is so simple and so safe. The various devices can be fitted to almost any car, and it is not the intention to market cars like this; the various inventions will be licensed to manufacturers."

## A Novel Aeroplane

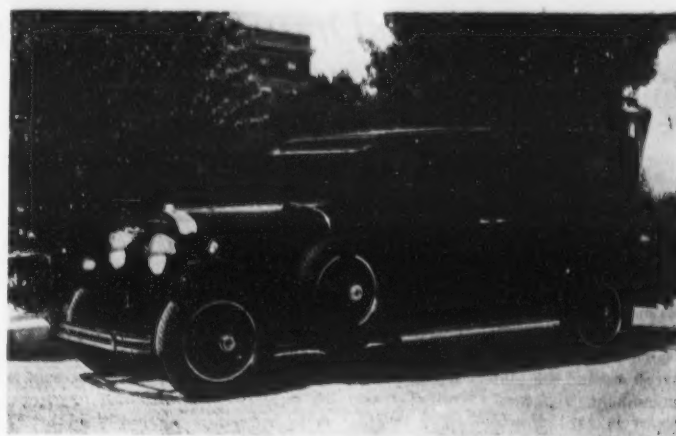
A YOUNG FRENCH ENGINEER, M. Chappedelaine, has constructed a model "aeroplane" which has neither propeller nor wings, and yet flies! Indeed the inventor believes that a machine constructed on the lines of his model will move at between 700 and 1,000 miles an hour. It would therefore beat the sun in a race from Paris to New York. Travellers will be able, he says with a laugh, to lunch in the Grands Boulevards and have

the aperitif to the same meal on Broadway. M. Chappedelaine is convinced that his "gyroplane," as he calls his planeless plane, is the flying machine of the near future, and his model backed up his belief in amazing fashion. This model is only about 20 inches long and scarcely a foot high. It is roughly like the body of an ordinary aeroplane. At the sides are semi-enclosed paddle wheels such as propelled our earliest steamships. A motor for a model of this size would have to be one of 1-7th h.p., and weighing about 1½ oz. As such a motor is not available, M. Chappedelaine transmits power through flexible wires from a little motor on a table to the model.

## Mexico May Cancel Auto Duties

THE desirability of exempting from import duties all motor vehicles is stressed in petition that has been filed by the Chamber of Commerce at Matamoras, on the international frontier, with the Department of Finance. A similar petition was presented some time ago, but it was acted on adversely, because the establishment of branch factories and assembly plants of American automobile companies was then under consideration.

Now that this phase of the matter is no longer in question, government



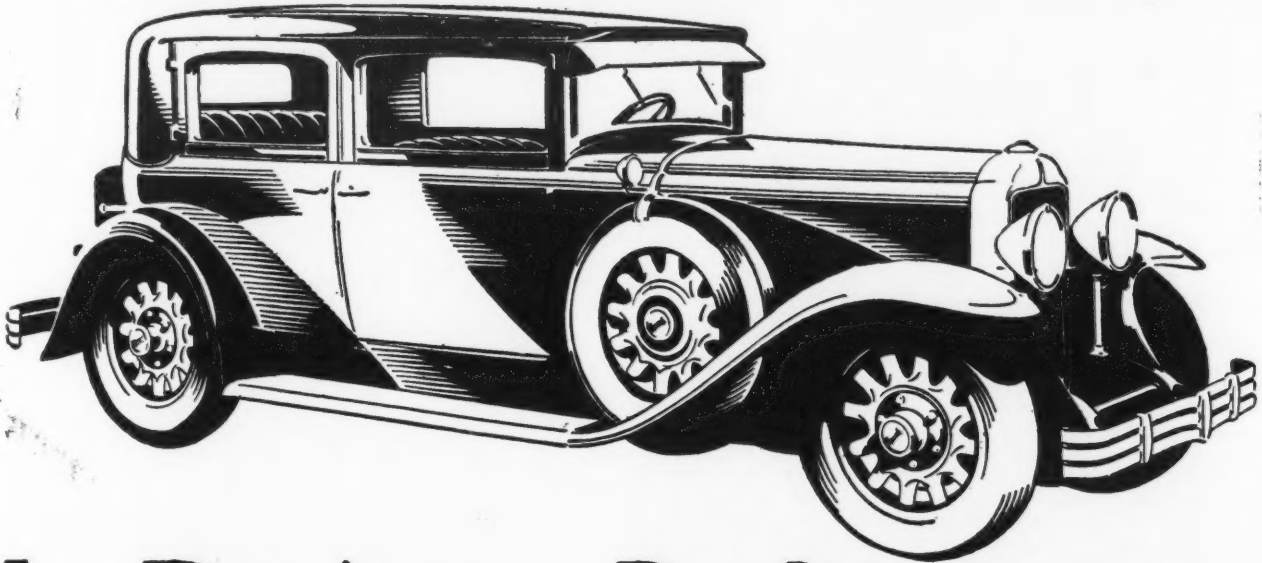
SEVEN-PASSENGER LASALLE SEDAN Introduced at the 1928 Canadian National Exhibition, is distinguished by longer and more graceful lines than even its popular predecessor. Smart parking lights on the fenders are an ultra-modern touch, and leave the body lines unbroken. Mechanically the latest LaSalle models are featured by a new "synchro-mesh" transmission which allows gear changes at any speed without clashing.

## Auto for Every 64 People

officials say that the petition will be given careful consideration in connection with the national highways and of several transportation companies which are being organized. An exemption from customs duties for automobiles driven by their owners and entering this country under their own power for touring was granted some time ago. This plan has been working favorably along the border.

It is believed that for the estimated world population of 1,900,000,000 there are in operation 29,700,000 motor vehicles, which is at the rate of one machine for every sixty-four persons in the world. The highest ratio is in the United States, with one car for each five of population.

# NEW all the way through



## In Design.. Performance and Beauty

and distinction utterly new to automotive design.

And in performance, too, the new McLaughlin-Buick outshines all previous achievements. Power, speed, acceleration, flexibility, stamina—all are greatly increased—all are united and co-ordinated to a hitherto unknown degree—all combine to produce a measure of performance-ability that is proving a revelation to drivers of the most expensive European and American cars.

In addition, the 1929 McLaughlin-Buick introduces a host of engineering refinements, including a new high-pressure gas-pump—new carburetor with two high-speed jets—new, easy-action clutch—new and improved steering gear—steel backed main bearings—and many other features of the first importance.

All of the skill—all of the experience—all of the manufacturing ideals—of McLaughlin-Buick and General Motors engineers are concentrated in this sensational new creation.

See the 1929 McLaughlin-Buick. Drive it. Make it your car. And rest assured there is none in the world that surpasses it. M-25-B-20

The C.M.A.C. Deferred Payment Plan offers many advantages to buyers of McLaughlin-Buick cars.

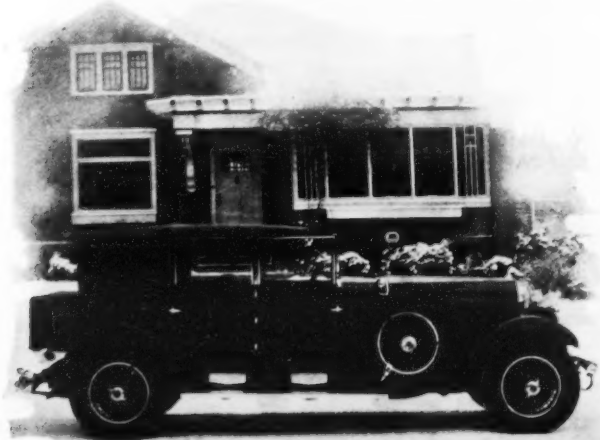
Look to the Leader for Leadership

# The 1929 McLAUGHLIN-BUICK

On Display at the Exhibition. Be Sure to See This Great Car There!

McLAUGHLIN MOTOR CAR COMPANY, LIMITED  
Subsidiary of General Motors of Canada, Limited, Oshawa, Ontario.

WHEN BETTER AUTOMOBILES ARE BUILT — McLAUGHLIN-BUICK WILL BUILD THEM



AUBURN PHAETON SEDAN The Auburn Automobile Company make a special feature at the C.N.E. of their new Phaeton Sedans and Cabriolet models. Both these types are of the folding top construction carried out on entirely new ideas and entirely free from the rattles, noises and other disagreeable features of some folding tops heretofore produced by other makers. The construction of these models is such that the car is absolutely weather and wind-proof with the glass windows disappearing in the door as in the regular Sedan models.





**S. R. PARSONS**  
Chairman, The British American Oil Co. Ltd., Oil Refiners, foot of Cherry St., Toronto, with Branches at various points in Ontario, Quebec, Manitoba, Saskatchewan and Alberta; Head Office, Royal Bank Building, Toronto.

### Byrd's Flight Cost

Antarctic Expedition Expense Close to \$1,000,000

**COMMANDER** Richard E. Byrd's Antarctic expedition, will cost between \$855,000 and \$1,000,000, it was announced recently. This figure includes cash expenditures and value of material donated.

Supplies already furnished the expedition by contributors are estimated to be worth \$435,000, and it will be necessary to spend at least \$420,000 in addition. To meet this

cash requirement \$237,543 has been raised. If the additional money needed has not been raised by the time set for departure, the expedition will sail anyway and leave the bills to be paid when the funds are available.

#### Transportation Costs Most

The largest single item is transportation. The two ships, the City of New York and the Chelsea, will call for expenditures of \$40,000 and \$34,000, respectively, in addition to the bill for reconditioning, the amount of which is not yet known. Transportation by rail and ship will have to be furnished also for the 100 sled dogs.

Salaries totaling \$90,000 will be paid to twenty-seven of the seventy men if the expedition remains in the field the three years. The average salary is \$1,141, and only men who have dependents have agreed to accept pay.

Other necessary expenditures are foodstuffs, \$20,000; airplanes and parts, \$75,000; tractors and heavy equipment, \$15,000; dogs, \$2,500; food for dogs, \$8,000; sleds and harness \$3,000; special footwear, \$5,000; reindeer skin clothing, \$8,000; library, \$1,000; scientific instruments, \$5,000; mechanical department, \$1,000; radio sets, \$22,000; medical supplies, \$1,000; tents, \$1,000.

Other items will have to be added, the amounts of which cannot be estimated accurately, and will bring the total to \$420,000 or more. Many expenditures are comparatively low because supplies have been contributed, and the radio outfits are being built by members of the party at a saving of about \$50,000.

In donated materials, airplanes, parts and fuel worth \$200,000 head the list. There are also tractors



**SIR CHARLES CHEERS WAKEFIELD, BART., C.B.E.**  
President of C. C. Wakefield & Co., manufacturers of "Castrol." Sir Charles was Lord Mayor of London for 1915-16.

valued at \$5,000; outboard motors and gasoline engines, \$2,000; foods and meats, \$30,000; steward's department, miscellaneous, \$10,000; galley equipment, \$8,000; steward's department, other than galley, \$2,000; medical supplies, \$3,000; clothing, \$10,000; general equipment, \$50,000; sailing vessels, paint, canvas and equipment, \$10,000; tents and cloth, \$2,500.

### Tourist's Aid Kit

List of Medical Aid Essentials Which Motorists Should Carry

**FOR** motorists, campers and others whose vacations take them away from ready access to medical aid, Public Health Service authorities have learned, a first aid kit is a valuable accessory for maintenance of their well being.

For the average camping or motorizing party, it has been found important that such an outfit be small and inexpensive while containing essential equipment. With that in view, students of the subject have worked out a list of materials to meet ordinary requirements and subject to revision to meet particular needs. The kit, they say, should contain:

Two gauze bandages two and a half inches wide for bandaging cuts, wounds, etc.

Two cotton bandages three inches wide to be used as outside covering over the gauze bandages, as a sling for arms, and other purposes.

One roll of adhesive plaster one inch wide and one dozen safety pins, which can be useful in many ways in an emergency.

One ounce of absorbent cotton, for use in padding temporary splints or as protective dressing over wounds, etc. Care should be taken, however, that it is not applied directly to the cut or wound. For that purpose, one yard of sterile gauze should be included.

One ounce of tincture of iodine for use on wounds, cuts, bruises, etc., which should not be covered over with a bandage lest it cause a blister.

One dozen compound cathartic pills for adults, and four ounces of castor oil for children.

Two ounces of bicarbonate of soda to be used in treating burns, intestinal upsets, indigestion, etc.

One drachm of permanganate of potash for use on snake and insect bites.

One clinical thermometer and one hot water bag.

Further, the authorities advise, at least one member of the party should have some knowledge of first aid practices.

### Cars Nickel Market Factor

The automobile industry constitutes 29 per cent. of the United States market for nickel.



**H. J. C. HENDERSON**  
Advertising and Sales Manager, Fisher Body Corporation.



**\$1095**

f. o. b. Walkerville factory

buys the new, larger  
Canadian-built Erskine Six  
—the most that \$1095 has  
ever bought in style,  
comfort and in  
**PERFORMANCE**—  
proved by A. A. A. record,  
1000 miles  
in 984 minutes!

The Studebaker Corporation of Canada, Ltd.  
Walkerville, Ontario

Made in Canada by

**STUDEBAKER**

The Great Independent

DODGE BROTHERS

Announce the

**NEW SENIOR  
SIX**

*Bigger - Finer - Faster*

Dodge Brothers announce the smartest, the fastest, the roomiest and in every respect the finest motor car they have ever built—the New Senior Six.

A car with lines, contours and color effects that reflect the smartest current achievements in fashionable bodycraft.

A large car, with deep wide luxuriously upholstered seats, beautifully appointed interiors and complete fine car equipment.

A car of rugged, enduring

strength—the kind of dependability, long life and mechanical integrity you expect and scrupulously receive from those who build Dodge Brothers Motor Cars.

A car possessing every feature and detail of advanced equipment that engineering genius and uncompromising engineering standards can provide.

Above all, a new and larger car—an extraordinary expression of performance, style, luxury, ease of handling and honest value.

On display for the first time today.

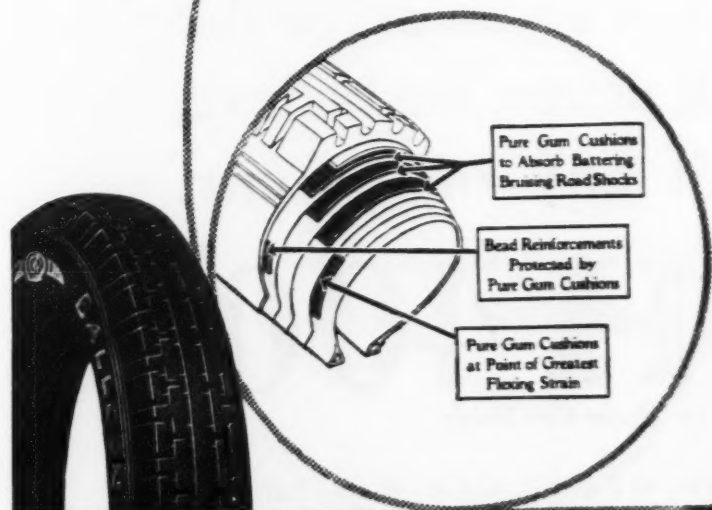
On Display at Canadian National Exhibition

DODGE BROTHERS (CANADA) LIMITED  
TORONTO, ONTARIO

How can I be certain of getting tires that defy the shocks of the road?

**Here is Your answer**

**FOLLOW** the curved line and find the answer—told in three brief sentences in the circle below. "GP" Gum Cushioned Tires embody a new method of construction that meets every tire-destroying element of the road and surmounts them all. This protection is built into the tire—deep down in the carcass where pure gum bands provide tough, resilient cushions to absorb shocks of the road. These bands placed between the cord layers, prevent chafing of one layer against another, no matter how severe the shock—a feature found in no other tire and you pay no more for Gum Cushioned than you pay for ordinary tires.



**"Gutta Percha" Tires  
GUM CUSHIONED**  
Built better to wear better

"GP" Pure Gum Tubes The difference between "GP" Tubes and ordinary tubes is the difference between Pure Gum and "compounded" rubber. Insist on getting "GP" Tubes when making your next replacement.



## Auto Study Occupies Experts

About 75 Per Cent of United States Bureau of Standards' Activities Are Devoted to Car Industry—Many Improvements Seen—Safe Braking a Problem

APPROXIMATELY 75 per cent. of the United States Bureau of Standards' activities are engaged by the automotive industry and its ramifications. Its demands upon the bureau are so great only when everything directly or indirectly connected with the automobile are taken into consideration.

Dr. George K. Burgess, director of the Federal Bureau of Standards, in discussing the scope and importance of the work that is being carried on, predicted that many improvements are on the way.

He remarked:

"The weights and measure division is concerned with the accuracy of gasoline measuring pumps. It is interested in the bottles for dispensing lubricating oils, scales for weighing motor trucks and taximeters and their driving gear. Gauge blocks are compared with the government's standards for the large motor car manufacturers.

"The electrical division studies lamps and batteries, safety signals and signs for highways, the visibility of different colors used for license tags and calibrates measuring instruments. The optics division has investigated the best combination of colors to be used for warning signs and tests precision gauges by means of light waves.

"Paints are tested by the chemistry division, and chromium plating of radiators and other parts has been perfected. All sorts of metals and alloys and the effects of heat treatment, mechanical work and wear are investigated by the division of metallurgy, while the ceramic division has produced spark plug porcelains.

\*

"The greater part of the work of the bureau is conducted by three sections—the automotive power plants section and the friction and lubrication section of the heat and power units and the rubber section of the organic and fibrous materials division.

"Early this year the bureau completed a series of laboratory experiments to determine the effect of road dust on the lubricants of automobiles. The results indicate that under severe operating conditions road dust in the lubricant of an automobile will increase friction losses, while at very light loads but little difference will be noted.

"In connection with the fuel research which the bureau has carried on for a number of years in co-operation with the automobile and petroleum industries, a survey has been made of current methods of measuring the anti-detonating qualities of motor fuels. This included a review of publications from eight laboratories in this country and from two in England, together with a description of the bureau's routine engine test (designed in 1924) and a detonation bomb which is believed developed.

"The anti-knock values may be expressed in various ways, according to the method of tests. When a variable compression engine is used the compression ratio is varied to obtain the highest useful compression ratio. In other methods of test the compression pressure is altered by supercharging a low compression engine or throttling a high compression engine to obtain the maximum permissible mean effective pressure. Advancing the spark until a knock of a specified intensity occurs in a constant compression engine is a method which several investigators employ. The benzol equivalent, or the toluene value of a fuel, indicates the percentage of benzol or toluene which must be blended with some reference gasoline to give equal intensity of knock under like conditions. The difficulty with this method of expression lies in the wide variation possible between different reference gasolines.

"The bureau finds that so far as starting the engine is concerned, aside from volatility, there is no ap-

preciable difference between 'cracked' and 'straight run' gasoline.

"Gasolines produced by various cracking processes frequently are superior to gasolines obtained by straight distillation from crude petroleum so far as knocking in an engine is concerned. Information has not been available, however, as to the relative merit of these two types of gasolines in engine starting."

\*

Dr. Burgess explained that his experts have been giving special study to starting the engine. The important factor in engine starting, he said, is the time required to build up an explosive mixture in the engine cylinders. Thus the leanest explosive mixture is to a certain extent a criterion of engine starting. He said:

"This limiting mixture was determined by flowing known mixtures of air and superheated fuel vapor into a glass bomb and by varying the proportion of air to fuel until the flame would just propagate throughout the entire bomb when a spark was applied.

"Mixtures containing twenty-five parts of air to one part of fuel vapor were found to be the leanest explosive mixtures for both cracked and straight run gasolines. Practically the same results were found for benzol.

"Tests thus far have been made in the laboratory on a 1926 six-cylinder passenger car engine. These tests show considerable differences between the performances obtained with different carburetors at normal temperatures.

"A common soap bubble, filled with a charge of explosive gasses to be investigated, is fired by a spark from the centre. The extreme delicacy and transparency of the bubble permits a continuous photographic record to be made of the progress of the explosive reaction from the instant the ignition spark passes to the instant the reaction is completed.

"These photographic records," Dr. Burgess continued, "show that instead of being a haphazard, wholly erratic process, as one led to infer from the testimony of eyes and ears and the broken fragments of strong containers, the explosive reaction, under the condition of constant pressure which the bubble provides, is seen to be as law-abiding and accurately symmetrical as any known. The bubble device is a perfect engine in itself."

Report No. 341 on the use and care of automobile tires is of practical value. This report not only tells how to take care of tires but gives practical suggestions in the saving of tire wear.

"Among the foremost problems confronting automotive engineers is that of safe and adequate braking control of vehicles," Dr. Burgess stated. "The bureau designed and put in service a type of recording accelerometer intended to record the performance of motor-vehicle brakes in operation on the road. Using such devices and instruments for measurement, several hundred typical motor vehicles of all classes selected at random from traffic have been measured. Over 1,000 of these instruments for such measuring are in use by state and municipal authorities and others interested in brake performance, for the control of public safety. In co-operation with the Society of Automotive Engineers, a uniform brake safety code has been drawn up.

### Motor Production Gain

Production of motor vehicles in the United States and Canada during the first six months of 1928 was 2,326,887 vehicles, against 2,195,155 in the first six months of 1927, a gain of 5.8 per cent., and 2,483,453 in the corresponding period of 1926, a decline of 6.4 per cent., according to "The Boston News Bureau." The 1926 output set a record.



FLORIAN LEDUC  
General Sales Manager of the Willits-Overland Sales Co., Ltd., Toronto, who foresees a very bright future for the products of his organization.

### Beauty of Line Featured in New Models —Mechanical Perfections

ADDITIONAL new models, combining beauty of line and luxurious appointments, with further mechanical perfections, it is announced, will soon be on display throughout the country. The new models, in some instances, will appear in several body designs and in different color effects. Quick starting, smooth operation and powerful braking are among the features that make for popular favor. The new cars have been subjected to rigorous tests all over the country before being presented for public inspection.

Some have installed a new carburetor, which is simpler and more accurate than the old device and which saves on fuel while increasing power. Special rattle-proof spring shackles and motors designed so as to be easily accessible have been added.

Radiators have been built in high and graceful lines and rigid frames, tied together with cross-supports, tend to eliminate wear as well as noise. Special manifolding shortens the "warming up" period during cold weather and tends to prevent dilu-

tion of crank-case oil.

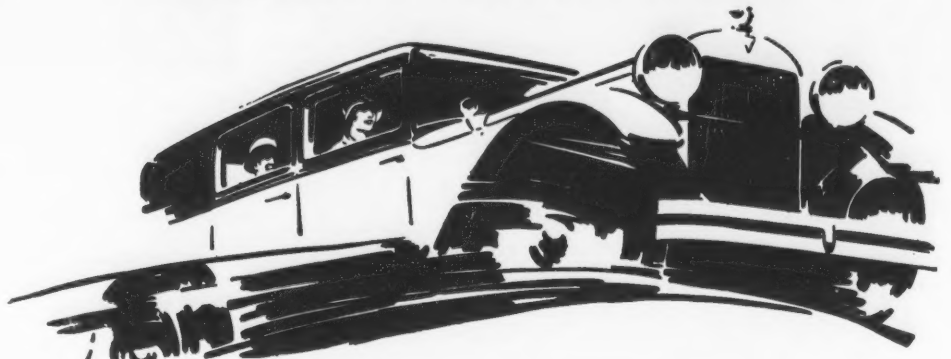
Roominess and comfort have engaged the attention of body designers. Seats have been arranged scientifically to provide the most healthful and easy posture. A surplus of head room and leg room is available. Special sport equipment has been contributed.

Doors are wide and are strongly built. Molded rubber draft plates around the pedals and hand control, together with large windlances and a rubber strip, prevent drafts. All body details have been worked out with care and skill. Leather vanity cases, ash receivers, satin finished dome lights, window lifts and robe

rails feature the larger closed bodies and appeal particularly to feminine buyers.

An attractive part is the dash. In some models the dial, radimeter, speedometer and electric clock are grouped under a single glass, and the instrument board is illuminated by indirect lighting.

## HUDSON Patents F-Head Motor



The U.S. Patent Office has granted patents to the Hudson Motor Car Company on the "F-Head" high-compression motor. The patent—No. 1,656,051, relating to internal combustion engines—covers the entire arrangement of valves, spark plugs and combustion chamber.

With the new patented design Hudson motors now are built with a compression ratio of nearly 6 to 1—or 20 per cent above the average—with correspondingly high standards of acceleration, fuel economy and power. It is practically impossible to make the motor knock under even the most adverse operating conditions. The motor is the liveliest, most powerful and economical Hudson has ever built.

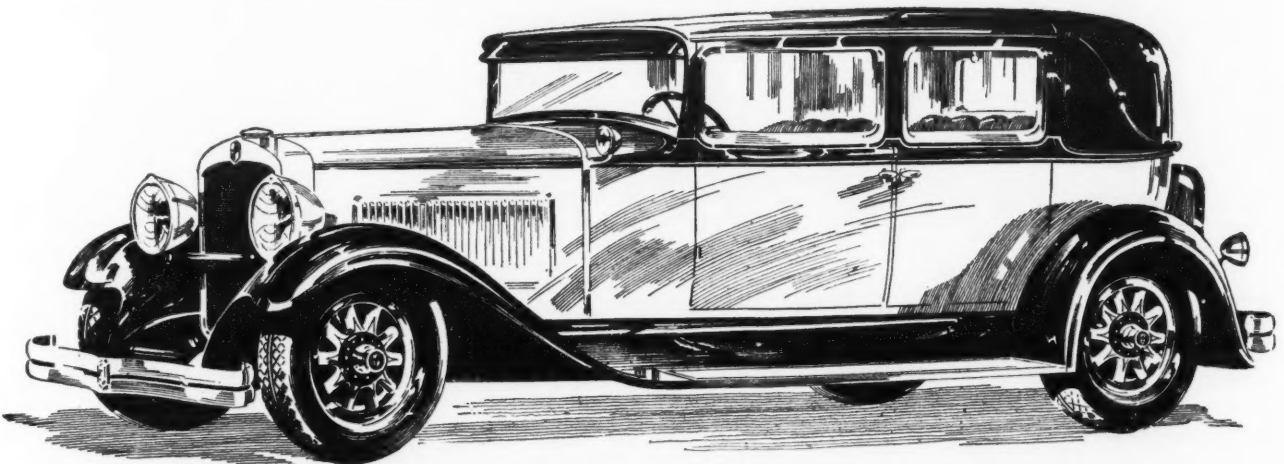
**\$1600 and up**

All prices f. o. b. Windsor, taxes extra

Buyers can pay for cars out of income at lowest available charge for interest, handling and insurance

**HUDSON MOTOR CAR COMPANY**  
Detroit, Michigan, U. S. A.

### THE WORLD HAS A NEW AND FINER MOTOR CAR



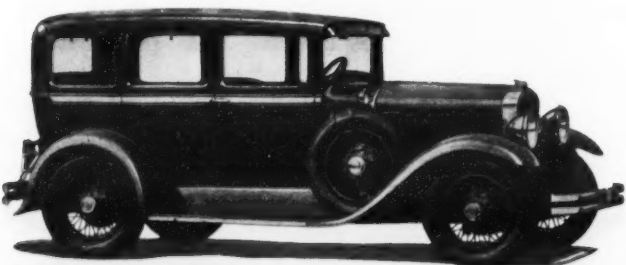
It is a fact that the *Steering ease* and *Riding comfort* of the Nash "400" are so far superior to anything you have ever experienced that, once you drive the new Nash, you will never, we believe, be satisfied with any other car.

# NASH "400"

*Leads the World in Motor Car Value*

### OTHER NASH FEATURES—NO OTHER CAR HAS THEM ALL

Twin-Ignition motor	High compression	Salon Bodies	Short turning radius
12 Aircraft type spark plugs	New double drop frame	Torsional vibration damper	Bijur centralized chassis lubrication
Houdaille and Lovejoy shock absorbers (exclusive Nash mounting)	Aluminum alloy pistons (Incar Struts)	Longer wheelbases	Nash-Special Design front and rear bumpers
	7-bearing crankshaft (yellow crank pins)	Electric clocks	



STUDEBAKER DICTATOR  
Illustrating the new Studebaker Dictator Royal Sedan, equipped with six wire wheels and trunk rack. New design in seat contours, the use of Studebaker's exclusive ball bearing "shackles" and hydraulic shock absorbers promote unusual riding comfort. Mechanically the sturdy Dictator chassis remains unchanged. During the past year Studebaker's staff of 587 engineers met with remarkable success by increasing the rated horse power from 50 to 70 without increasing the bore or stroke.

Alberta Nash, Ltd. - Calgary, Alberta  
Stewart Nash Motors, Ltd. - St. John, N. B.  
Nash Motor Sales Co., Ltd. - Halifax, N. S.  
Leonard & McLaughlin Motors, Ltd., Winnipeg, Manitoba and Regina, Sask.  
Legare-Nash Motors, Ltd. - Montreal and Quebec, Que.  
Begg Motor Co., Ltd. - Vancouver and Victoria, B. C.  
Breay Nash Motors, Ltd. - Toronto, Ont.



### Third of German Cars Under 16 Horsepower

MORE than one-third of the 350,000 cars in Germany, or about 125,000, are small cars of less than sixteen horsepower. The tiniest of all is the "Hanomag." It is low and has blunt ends, so that it is impos-

sible to distinguish the front from the rear. It has an engine with only one cylinder, placed behind the driver, and the two passengers sit practically on the floor, writes the Berlin correspondent of "The Christian Science Monitor." Americans, seeing it for the first time, stop short in the middle of the road and

point to it with amazement, which increases when they learn that this "car" costs \$450. The Germans have nicknamed it the "rolling soldier's loaf," and the saying goes that it climbs up a hill backward on the rear gear; but, since the front and rear are practically alike, nobody notices it. Its road performance,

however, is excellent, and, being the cheapest car on the market, it has been much in vogue. There is a rumor, however, that it is no longer being built.

A new car of similarly unique construction, but resembling at least a real car, is the twin-cylinder, two-stroke D. K. W. of fifteen horse-

power. But the most popular, no doubt, is the sixteen horsepower Opel which originally was a copy of the small Citroën. The price of the four-seater, however, still ranges around \$1,000.

Under these circumstances, a large and powerful car is still a sign of wealth in this country, and many

who can afford them, it is interesting to note, buy such of foreign make. Walking down one of the fashionable boulevards, one will notice that about every third car parked along the curb will be a Packard, Cadillac, Buick or Chrysler. Even a Rolls-Royce is frequently seen.



## Cyclo

(NO-KNOCK)  
MOTOR FUEL

Cyclo is high compression fuel, yes. But it improves the performance of any motor, old or new. It cleans the motor of carbon, cleans the fuel tank and feed lines. Result — a knockless, smooth-running motor that delivers its full quota of power from this powerful fuel. It turns a sluggish motor into a hill-climber. It keeps a new motor sweet and full of pep. Cyclo is power, Cyclo is SPEED.

## RED INDIAN MOTOR OIL

Most popular Canadian Oil, because it is made right in Canada to meet the extremes of heat and cold of this climate. It will pump and splash at low temperatures — and even in summer an engine is "cold" when you start it. It will stand intense heat without breaking down. With the correct grade of Red Indian in your crank-case your motor receives the most thorough lubrication that science can give it.

## MARATHON

HI-TEST  
GASOLINE

Marathon is straight-distilled Gasoline

Smooth-running due to its uniform cleanliness.

Instant-quick in acceleration due to an extremely low boiling point.

Economical, because of cut-down vibration, thus reducing engine wear.

Every drop crowded with steady, dependable power and mileage.

We, at the Red Indian Service Stations, have the highest admiration for a fine automobile.

**TO GUARD**  
That Marvelous Machine  
The Modern Motor Car

honestly believe to be the greatest of all engineering achievements, from carelessness and abuse.

In our eyes, the MOTOR CAR is a miracle of mechanical engineering. To our ears, the hum of a perfectly tuned motor is sweet music.

To keep perfect motors in perfect condition is our life's work.

We accept the task of guarding those wonderful machines — of protecting what we

We know those motors. We refine oils and fuels that such motors *must have* if they are to continue as smooth-running efficient machines.

The men in charge of Red Indian Service Stations love to hear a sweet-tuned motor hum. They naturally prescribe the oil and fuel that will keep each motor sweet. That's McColl-Frontenac Service.

McCOLL-FRONTENAC OIL CO. LIMITED

Offices and plants at Winnipeg,  
Regina, Calgary, Vancouver,  
Toronto, and Montreal.  
Distributing warehouses at  
other convenient points.

215

# McCOLL-FRONTENAC







AUTOMOTIVE SHOW AT THE CANADIAN NATIONAL EXHIBITION

### Good Roads Meet 1928 Convention of Canadian Good Roads Association to Be Held at Regina

THE fifteenth annual convention of the Canadian Good Roads Association will be held in Regina on September 25-26-27. The tentative program arranged under the direction of Hon. P. C. Black, Minister of Highways for Nova Scotia, embraces a list of speakers representative of the leading highway experts of the continent.

The suggested program is as follows:

The first day's session will open with Hon. Percy C. Black as chairman, and with three scheduled addresses of welcome by Hon. Henry W. Newland, Lieutenant-Governor of Saskatchewan; Hon. J. G. Gardiner, Premier of Saskatchewan, and Mayor J. McArthur, of the city of Regina. Addresses in reply are to be made by Hon. Justice McKeown, chairman of the Board of Railway Commissioners; Hon. Chas. A. Dunning, Federal Minister of Railways and Canals; Hon. G. Howard Ferguson, Premier of Ontario; Hon. George S. Henry, Minister of Highways for Ontario, and other Provincial Premiers of the Dominion.

On the following day's agenda will be a discussion, led by Hon. William Finlayson, Minister of Lands and Forests for Ontario, on the subject of "Construction and Maintenance of Gravel Roads"; also two lectures, to be given by R. M. Smith, Deputy Minister of Highways, and A. A. Smith, chief engineer of Ontario. The closing day's business will include an inspection of the resources and highways of the Province of Saskatchewan, including Wascana Park, Victoria Park, Stanley Park, and the headquarters grounds of the Royal Canadian Mounted Police.

Influential citizens of Regina and the Province of Saskatchewan composed the membership of an executive committee, and several sub-committees, which, under the general chairmanship of H. S. Carpenter, Deputy Minister of Highways, are arranging for the accommodation of the convention and the entertainment of the delegates and the ladies accompanying them.

The Canadian Good Roads Association, organized in 1914, is a deliberative and not an administrative body, and therefore its activities must take the form not of direct material accomplishments but rather of results in the fields of suggestion, influence and the shaping of governmental policies and public opinion. Formed to promote the cause of good roads, the association has long passed the point at which effort along this line was necessary, since virtually the whole citizenship of Canada is agreed upon the necessity of constructing and maintaining modern highway systems connecting all parts of the Dominion and linking up with

the states to the south. This realization of its original object far from depriving the association of its reason for being, has but opened up new spheres of usefulness. The annual conventions, which have now been held in seven of the nine provinces, draw together Highway Ministers, their deputies and chief engineers, municipal councillors and official representatives of motor organizations and safety leagues, highway experts in both theory and practice, and laymen at large interested in the various aspects of road making, road maintenance and the sane, safe and economical use of the highways for the public.

Copies of the tentative program for the Regina convention and information, accommodation, etc., will be sent if a request is addressed to George A. McNamee, Secretary-Treasurer, C.G.R.A., New Birks Building Montreal.

### C. N. E. Motor Races Leading Dirt Track Stars to Take Part

FOR the first time A. A. A. sanctioned motor races will be held in Canada when the Canadian National Exhibition stages three afternoons of speed trials on the half-mile dirt track in front of the main grandstand. The most important set of contests ever run off in the Dominion, they will be governed by the regulations of the International Association of Recognized Automobile Clubs.

The change in the rules governing these annual Toronto trials as well as increased prize money has attracted a group of celebrated dirt track and speedway stars, most of whom are being seen in Canada for the first time.

Foremost among them is the grizzled veteran of twenty years' racing, Ralph De Palma. He has, in the past two decades, held scores of records, titles and championships and has been one of the few race-drivers from this continent to score heavily and consistently in Europe.

Then, there is Ray Keech, present holder of the world's straightaway speed record, made this winter at Daytona Beach, Fla., when, travelling well over 200 miles an hour, he beat the previous times made by the British racers, Major Seagrave and Capt. Malcolm Campbell. Among the first to congratulate him on his feat, were the Brits whose records he had beaten.

In the Toronto races, Keech will be behind the wheel of the car the late Frank Lockhart used to drive. Lockhart, who had entered for the Canadian trials shortly before his death, was killed when his specially-built machine somersaulted while travelling at terrific speed. He was at Daytona Beach, attempting to establish a new straightaway record just previous to Keech's successful try.

The European daredevil, Herman Schurch, of Germany, will also race and Bob Robinson, the young Southerner and ace of the half-mile dirt tracks. In the United States there is

particular interest in the Canadian races because Robinson, considered unbeatable on the dirt tracks, will meet De Palma and Keech together for the first time. Many professed experts in motor racing assert that he will win over both.

### Helping Along Canadian Aviation

SIR CHARLES WAKEFIELD this year presented a "Moth" Light Aeroplane to the Toronto Flying Club. This was handed over to the Club by Captain C. D. Browne, and the Lieutenant-Governor, the Hon. W. D. Ross and Mrs. Ross performed the Christening ceremony at Leaside Aerodrome on April 28th, 1928.

Last month Sir Charles signified his intention to recognize the sterling work put in by Major-General J. H. MacBrien, as Aviation League's President, and is presenting a "Moth" seaplane to that Canadian air pioneer in recognition of his past services and to facilitate his activities in the future.

To commemorate Mr. Bert Hinkler's wonderful flight from England to Australia in 15½ days in an Avro "Avian" light aeroplane, Sir Charles

Wakefield presented an Avro "Avian" to the Australian Light Aeroplane Club.

He also presented a "Moth" aeroplane to New Zealand, to encourage flying in that Dominion.

Just recently he gave a wonderful gift to the Montreal Aeroplane Club and he is a Life Member of that Club, as well as of the Toronto Flying Club.

### Mexico City Arranges National Highway Congress

ARRANGEMENTS have been completed for the second national highway congress to be held in Mexico from September 19 to 22, under the auspices of the National Highways Commission. The government of Cuba, and some of the Central American countries have been invited to send delegates.

An exhibition of road building equipment will be a feature of the show, the aim of which is to co-ordinate highway activities of the Federal government with that of the state and municipal authorities, and to obtain the fullest data regarding road conditions in Mexico.

### Friction Wastes Gasoline

But one quart in each gallon of gasoline is used in propelling the car. The other three quarts are consumed by friction of the engine and other moving parts, in the exhaust and in the cooling system. Jerky acceleration causes a large waste of fuel. The average car gives the best mileage at speeds of from twenty-five to thirty-five miles an hour.

### HAPPY LANDS AND BRIGHT WATERS ARE NEAR TORONTO

Through either Lakefield, Peterboro, Fenelon Falls or Lindsay, a direct Canadian National service will bring you to the Kawartha Lakes district—as pretty a summer place as you could wish to see.

Just a short distance from Toronto—popular for the sport they offer in fishing and general holiday diversions—ready to give you suitable accommodation at fair prices—Kawartha Lakes are even now welcoming old friends and new.

Full information and literature from Canadian National Ticket Agents.

## MAPLE LEAF INDUSTRIAL ALCOHOL

HIGHEST QUALITY — BEST SERVICE

Ethyl Alcohol—Cologne Spirits, Denatured Alcohol (ALL FORMULAE)



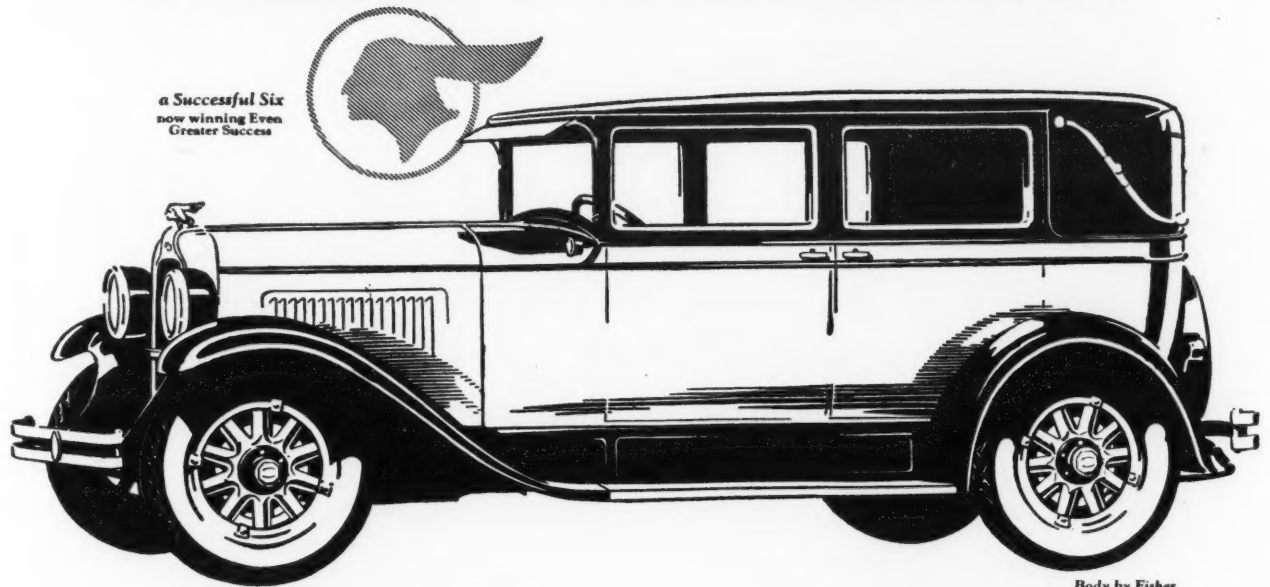
We maintain a Technical Service Division which stands ready at all times to co-operate to the best of its ability with the trade.

Canadian Industrial Alcohol Co., Limited

MONTREAL CORBYVILLE  
TORONTO WINNIPEG VANCOUVER

# ENRICHED in Color Enhanced in Style and Offering Even Greater Performance

a Successful Six  
now winning Even  
Greater Success



BEAUTIFUL as the Pontiac Six has been in the past—great as its performance has proved in the hands of owners—

—today's Pontiac Six is even more beautiful, even more thrilling to drive! For, in keeping with General Motors' policy of progressive engineering practice, this lowest-priced General Motors' Six has been enriched in color, enhanced in style and equipped for even finer performance.

To the beauty of style of long, low bodies by Fisher, have been added

the swagger touch of smaller, smarter wheels and larger tires, while new and harmonious combinations of Duco colors have been created. Mechanical advancements result in smoother performance and greater power than Pontiac ever offered before. And along with its more stirring response to the throttle, it continues to provide the stamina and long life for which it is famous.

Until you have seen and driven it you cannot realize what style, what color and what performance today's Pontiac Six affords—for here are beauty and snap you never dreamed you could buy at so low a price.

P-10-8-28

Ask your dealer about the G.M.A.C. Deferred Payment Plan which makes buying easy

GENERAL MOTORS PRODUCTS OF CANADA, LIMITED  
(PONTIAC DIVISION) OSHAWA, ONTARIO

Visitors at the Toronto Exhibition are Cordially Invited to  
Inspect the New Series Pontiac Six in the  
Transportation Bldg.

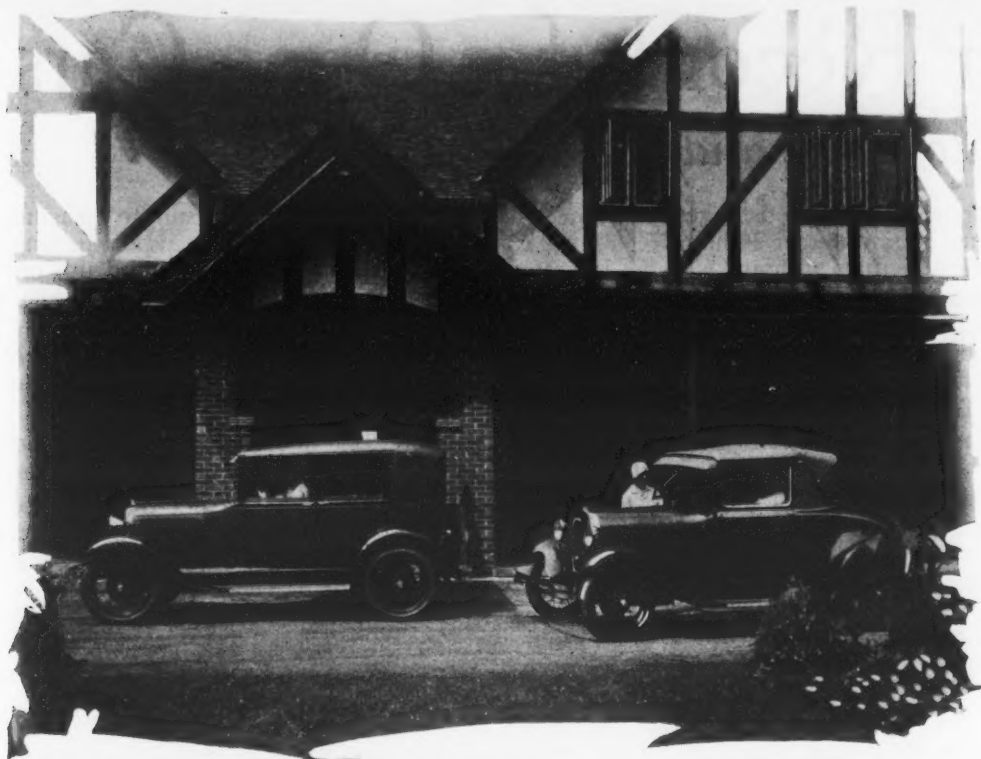
# PONTIAC SIX

PRODUCT OF GENERAL MOTORS OF CANADA, LIMITED



GORDON JONES  
Vice-President and Manager Canadian SKF Co. Ltd.,  
Toronto, Can.





NEW FORD SPORT COUPE AND FORDOR AT BEACH GROVE COUNTRY CLUB, TECUMSEH, ONTARIO.

## Ontario Highway Conditions

(Continued from page 11)

(59 miles)—No detour; surface treatment under way from Simcoe for a distance of five miles, also gravel being applied Simcoe to Brantford. Brantford to Paris—Paved. Paris north three miles grading under way; traffic must go slowly on new grade. Fair gravel and pavement to Guelph. Local detour in town of Hespeler. (Not department detour).

Highway No. 25: *Palermo to Milton* (8 miles)—No detour; grading and culvert construction; road rough and bad in wet weather.

Highway No. 26: *Owen Sound to Barrie* (74.6 miles) Gravel road from Owen Sound easterly two miles, pavement for four miles, then ten miles of traffic bound macadam to Meaford. Meaford to Thornbury—Pavement somewhat rough. Thornbury to Barrie—Gravel. Grading and culvert construction in progress in Thornbury. Traffic is requested to detour at the west limit of the town one block northerly, thence one-half mile easterly to the highway. Grading and culvert construction east of Stayner.

Highway No. 27: *Barrie to Midland* (32.8 miles). *Barrie to Penetang* (34 miles)—Midhurst six miles north grading; short detour north Midhurst from bridge construction Elmvalle. Waverley—Grading, road rough in places. Midland intersection to Penetang—Grading, road rough. This road not recommended. Through traffic advised to proceed via Crown Hill and north on county road.

Highway No. 28: *Port Hope to Peterborough* (29.1 miles)—One detour; Port Hope to Bewdley and Welcome to Dale—Road under construction. Detour established at Port Hope, two miles longer than highway. Signs erected to direct traffic. Bewdley to Ballieboro—Good gravel road. Ballieboro to Peterborough—Paved road.

Highway No. 29: *Brockville to Smiths Falls* (30.5 miles)—No detour; traffic bound macadam in good condition; culvert construction proceeding north of Brockville; local detours. *Carleton Place to Arnprior* (27.7 miles)—*Carleton Place to Almonte*—Penetration pavement, narrow, but in fair condition. Between Almonte and Arnprior road is under construction, no detour, but quite rough in some sections.

Highway No. 31: *Morrisburg to Carleton County Line, via Winchester* (23.8 miles)—No detour; macadam in fair condition.

### NORTHERN DEVELOPMENT ROADS

*Severn to North Bay* (143 miles)—In fair condition throughout.

*North Bay to Cochrane* (274 miles)—*North Bay to South Boundary* Timagami Reserve—Mostly in good condition. South Boundary, Timagami Reserve to New Liskeard—Generally in fair condition; rough places will be encountered at intervals over this section. New Liskeard to Englehart—In fairly good condition. Englehart to Swastika—Generally in fair condition, with rough spots at intervals. Swastika to Cochrane—This stretch has improved considerably, and is now in fairly good condition.

Princess Yourievsky of Russia is another tall and handsome princess. Though the daughter of a Tsar she lives in a small house in Kensington and earns her living as a singer. There are many refugees in London from the Bolshevik terror, but pre-war London was not without its Russian refugees. They, however, fled for quite different reasons. It was not the wrath of Lenin, it was the displeasure of the Tsar which drove Prince Kropotkin to seek safety in England. And from here he returned to Moscow in 1917.

The Duke of Orleans, or the King of France as he insisted on being styled, maintained regal state in his private houses on the Thames and at Wood Norton. He was surrounded by pomp, received his small colony of émigré adherents in his throne-room, was addressed "Sire" or "Monseigneur", conferred titles, and was spoken of by the old designation, "His Most Christian Majesty," for all the world as though he still lived at Versailles and not in an obscure house hidden away in a quiet corner of the country.

Prince Metternich—an enemy of England—took refuge here when his government was overthrown at Vienna. Napoleon himself wished after his defeat to be received in England.

And of more recent years, Mazarak, now President of Czechoslovakia, escaped after being arrested for treason under the Emperor of Austria. He was followed to Hampstead by Benes, Professor of Political Economy at Prague. Now with Mazarak's change of fortune Benes has become foreign minister of the Czechs.

Napoleon III, when released by the German Emperor, joined his wife at Chislehurst. Charles X, the aged and obstinate old Bourbon King of France, who swore that he would rather be a shopkeeper than a King like the King of England, also took refuge in England when the time came.

In fact it was so much of a habit for exiled Sovereigns to come to this island that when Louis-Philippe, the "bourgeois" King of the French, was in difficulties, he—"bourgeois" to the last—just took a cab and fled north!

### SPECIAL TRAIN AND BOAT SERVICE TO 30,000 ISLANDS OF GEORGIAN BAY

The 30,000 Islands of Georgian Bay, always popular for summer holidays, are now provided with a special Canadian National train service that offers excellent opportunities for week end holidays.

The Canadian National Railways operate special trains to the main gateway of the 30,000 Islands through Midland and Parry Sound. Now there is a new direct boat service provided between Parry Sound and Point au Baril.

Full information and literature from Canadian National Ticket Agents.



### Does Your Motor Oil do a Dirty Job?

THAT largely depends upon its power to resist heat. The clear "SHELL GOLDEN OILS" offered at all yellow and red Shell Service Stations and dealers, have been tested to the last degree for their heat resisting properties. The most gruelling endurance tests and record breaking flights have been made with "SHELL GOLDEN OILS."

There is a grade to suit your motor—and you can absolutely trust any Shell product.

The SHELL COMPANY OF CANADA, Limited

MONTREAL

## SHELL GOLDEN OILS



Nº 4

### Private Flying in England

BEFORE the end of the summer there promises to be a considerable development in private flying. Many well-known people are giving orders for "Moths," and intend to fly from point to point in England in connection with business or social calls. "Moths" have enjoyed a remarkable immunity from accidents, and it is claimed that provided no unreasonable heights are attempted, there is not much greater risk in this form of flying than in motoring. Mr. D'Arcy Hall's plan of flying between London and his constituency, followed by the Prince of Wales' decision to undertake similar flights in connection with his engagements in England, will inspire other public men to follow suit. Sir Philip Sassoon, like his chief, Sir Samuel Hoare, flies a good deal, and other enthusiasts are Captain Mike Eardell, Lord Carlou (Lord Portarlington's son and heir), and Vicomte Jacques de Sibour and his wife (a daughter of Mr. Gordon Selfridge). One firm in London is turning out "Moths" at the rate of twelve or fifteen a week. A "Moth" can be purchased for £650, and it costs £3.15. a month for a private lock-up "garage" at the aerodrome. The producing firms undertake inspection and adjustment of the machine and engine for a small sum. An estimate places the total cost of running a "Moth", including fees, garage accommodation, overhauls, and repairs, at 4d a mile, and a machine will do twenty miles to the gallon.

### Royal Fugitives

A STORM of indignation recently burst over the head of Prince Carol of Rumania.

No one can accuse us of being inhospitable, says an English writer. England has been a sanctuary for more royal fugitives than any other country in the world. Sovereigns dispossessed of their kingdoms, statesmen persecuted for their views, have fled for safety to England, as in the middle ages the hunted fled to the steps of the altar.

But for the first time a royal guest has abused our hospitality. For the first time we have told one that he is unwelcome,—and that means much, for we have known many.

# The Twentieth Century's Net Accomplishment in Motor Cars

Rich in the finest qualities of Twentieth Century craftsmanship.

A product crammed with value without a single compromise.

Motors which make high compression and tremendous power practical for the average owner and driver.

Axles which have twenty years of experience to guarantee their duty to quick and powerful motors.

Chassis assembly which achieves a sweet consolidation of the separate qualities of all its parts.

Body design with the arch and buttress strength of the century's finest bridges.

Finished in tailored metal, in all details throughout.

Value far above and beyond its price.

This is the Twentieth Century's net accomplishment in motor cars.

This is what you actually possess in the Six or Eight of the Century.

42 body and equipment combinations, standard and custom, on each line. Six of the Century, \$1800 to \$2190. Century Eight, \$2470 to \$2870. All prices f. o. b. Windsor.

NEW 1929 HUPMOBILE

## CENTURY

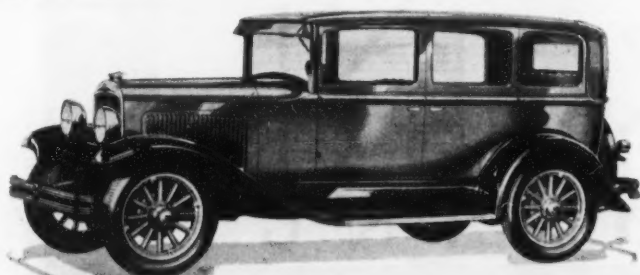
SIX & EIGHT

### NOW ON DISPLAY

—AT—

O'DONNELL-MACKIE, LIMITED, Distributors  
577 YONGE STREET. KINGSDALE 4178

A few dealer franchises still available.  
Write or wire distributor.



PLYMOUTH FOUR-DOOR SEDAN

ASSOCIATED DEALER  
Century Motor Sales  
2574 Yonge Street.



# Auburn Breaks All Stock Car Records for Open Cars

*For 24 Hours and all Intermediate Times and Distances*

An Auburn Model 115 strictly stock Speedster sets a new record by travelling 2,033 miles in 24 hours at an average speed of over 84 miles an hour.

A second Auburn Speedster, on the same Atlantic City Speedway, also under A. A. A. supervision, travels 2,017 miles in 24 hours at an average speed of more than 84 miles an hour.

Why this grilling test? To sell speed? NO!

The average driver has no need of such tremendous speed.

Breaking of former speed records is incidental.

The worth of this qualified test lies in the proof of the endurance and value of a car that can travel at such a terrific pace for so long a time.

Through it the buyer is given an accurate measure of the car's endurance, what he can expect in long life, continual service and ability to stand up, for during this crucial test not one mechanical adjustment was made to either car.

If two Auburn cars can go so far, so fast under such merciless punishment, their ability to perform under normal driving is unlimited.

Manufacturers may claim endurance, speed and value. Auburn proves it before qualified officials.

An Auburn Speedster model, exact duplicate of the two cars that made this phenomenal test, is on display at the Exhibition. Also there is a complete display of other Auburn models.

These cars were equipped with a high compression head, fuel pump, and 3.4 axle ratio which is standard for all Speedsters. It had wire wheels and special 6-ply tires, including two spare wheels and tires on sides, which are optional equipment.

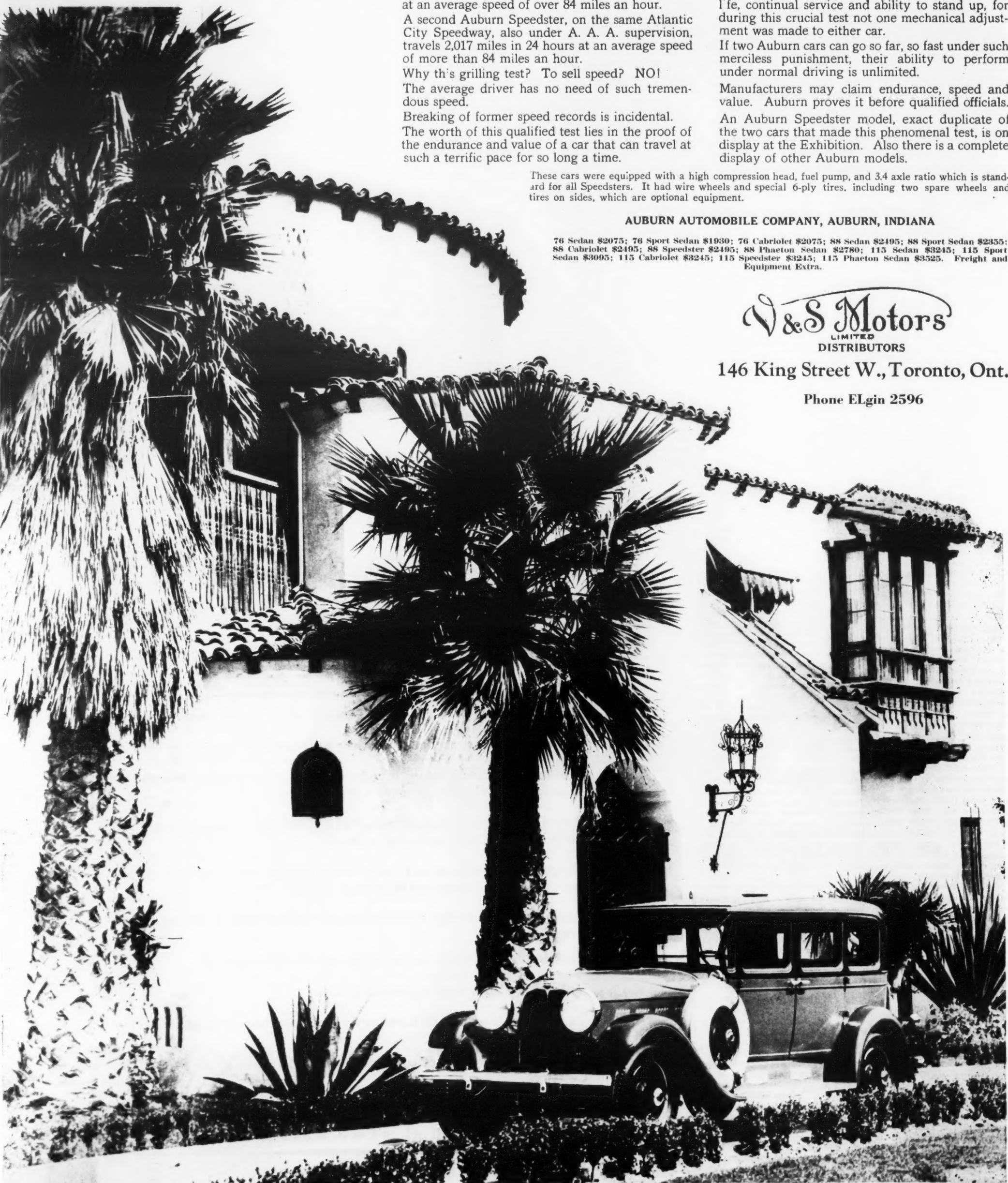
AUBURN AUTOMOBILE COMPANY, AUBURN, INDIANA

76 Sedan \$2075; 76 Sport Sedan \$1930; 76 Cabriolet \$2075; 88 Sedan \$2495; 88 Sport Sedan \$2355; 88 Cabriolet \$2495; 88 Speedster \$2495; 88 Phaeton Sedan \$2780; 115 Sedan \$3245; 115 Sport Sedan \$3095; 115 Cabriolet \$3245; 115 Speedster \$3245; 115 Phaeton Sedan \$3525. Freight and Equipment Extra.

**V & S Motors**  
LIMITED  
DISTRIBUTORS

146 King Street W., Toronto, Ont.

Phone ELgin 2596



**AUBURN**  
POWERED BY LYCOMING





# SATURDAY NIGHT

## FINANCIAL SECTION



Safety for  
the Investor

TORONTO, CANADA, AUGUST 25, 1928

P. M. Richards,  
Financial Editor

## Canada and The Dawes Plan

Through Influence on World Market for Foodstuffs, Dominion has Vital Interest in German Ability to Make Reparations—Direct Effect Seen in Past Years—Next Month Brings Crucial Period

WHEN the Versailles Treaty was signed in 1919, Canada had little interest (it was supposed) in the section that was devoted to reparations. Her own financial expectations from this section were not large, and her attention was concentrated on the League of Nations, of which she became a member from the first; on the military occupation, which included for a time some of her own troops; and on the great central fact that after years of suffering and desperate anxiety her young men were coming home. Consequently, when the reparation payments became a burning question in Europe, and doubt whether the sum expected would be forthcoming changed into certainty that it would not, the bitter controversies that developed in the Old World raised but faint echoes here.

Similarly, when the Dawes Scheme was launched in 1924, it was regarded as a hopeful panacea for the troubles of Europe; but Canadians generally did not feel that their interests were directly concerned in the new settlement.

Events were destined, points out the Bank of Nova Scotia in its current monthly letter, to prove in both cases that the popular view was wrong. Canada's interests were involved, indirectly but deeply, by the provisions of the first Reparation Plan; and they were involved, again indirectly but no less deeply, by the Dawes plan. Since next month is a landmark in the development of the latter, the circumstances may fitly be reviewed.

The provisions of the Peace Treaty required Germany to make a payment within less than two years from the date of its acceptance of approximately \$5,000,000,000, and left her with a subsequent burden of debt on Reparation Account, as determined at the London Conference in 1921, of approximately \$31,000,000,000.

Subsequent experience has convinced the most thoughtful that before any government can continuously discharge a heavy debt toward another government, it is necessary that the debtor government should first be permitted to stabilize its currency and to balance its budget; otherwise it is impossible for these payments to be made from income and to be maintained regularly. Time was not allowed for the German Government to do these things, with the result that from the first the payments were in arrears; and the mark continued to fall.

The consequences of the depression of the mark for Germany were obvious. It became increasingly difficult for her to purchase the foodstuffs and raw materials which she needed from abroad; and, while a small and unpopular class of profiteers flourished for a time, the standard of living of the great bulk of her population steadily declined. Less clearly realized at the moment was the connection between her increasing economic demoralization and the long-continued trade depression in the countries of the New World, including Canada.

It had been supposed that after the first spasm of deflation in 1920, Canada's trade would recover and her industries would again become active; but the depression, instead of ending at the close of 1920, continued during the whole of 1921 and part of 1922. Indeed, despite a slight and short-lived recovery from the summer of 1922 till the summer of 1923, due largely to the brief boom in building construction which occurred at that time, it may be said in general terms that this depression lasted till the close of 1924.

The farmers, and especially the farmers of the West, found their incomes considerably reduced by the low price of their produce; and their inability to purchase Canadian manufactures led to widespread unemployment in the cities also.

But for the situation in the world market, and the close connection of Canadian agriculture with the world market, recovery might well have occurred much earlier. It was the concurrent developments in Europe which, more than anything else, hindered recovery. Germany was a "food deficiency" country, requiring importations of food sufficient for about 15,000,000 of her people,

if her population was to remain adequately fed; and she was also, normally, the best customer of most of her neighbors, including her ex-enemies. The progressive impoverishment which accompanied the fall of the mark not only deprived the 15,000,000 Germans requiring imported foodstuffs of the purchasing power needed to buy those foodstuffs, but also, by curtailing German purchases generally from other countries, prolonged the trade depression in those countries and impaired their capacity for purchasing foodstuffs in the world market. As long as these many millions of Europeans were unable to make their demand for the produce of the New World effectively felt, just so long was it inevitable that the prices of foodstuffs in the world market would remain depressed, and the consequences be visited upon the farmers of the New World.

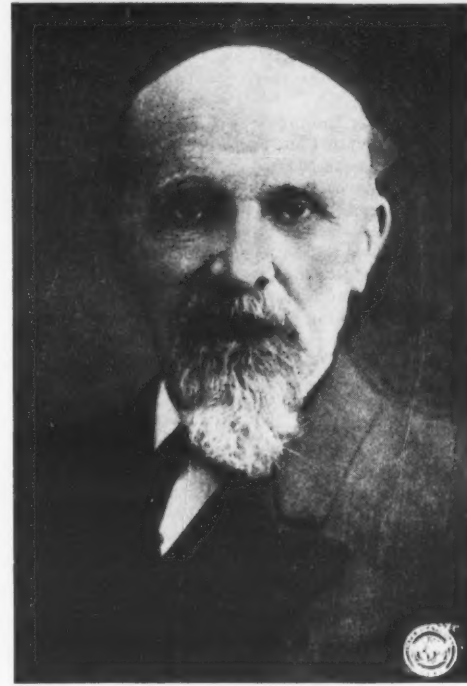
After the German financial crisis of November, 1923, the situation quickly changed. As from the summer of 1924, the Dawes Scheme (not in form, it is true, but in fact) lightened enormously the reparation charges to be borne by Germany. Moreover, it created the conditions under which she could stabilize her currency and balance her budget before meeting these charges. The sum due to be paid annually, the nominal total of which was originally about \$1,900,000,000, and which had already been whittled down in practice to \$720,000,000, was now fixed at approximately \$600,000,000. It was provided, in addition, that Germany might make her initial payments with money borrowed from outside countries, under the auspices of the governments chiefly concerned.

The fact that her payments have so far been maintained in full under the Plan is in itself evidence of a striking change in the situation; but far more striking is the rapid economic recovery that has occurred within the last few years, not only within Germany but throughout Western Europe. The figures here reproduced bear eloquent testimony to the recent growth in the production of the basic industries concerned.

PRODUCTION OF COAL, PIG IRON AND CRUDE STEEL (in tons and castings; in thousands of long tons)				
	Calendar Year 1925	Calendar Year 1926	Calendar Year 1927	1927 compared with 1925
COAL:				
Germany	10,874	11,912	12,594	+16%
France, Belgium and Luxembourg	10,874	11,912	12,594	+16%
Saar Valley	6,819	7,414	7,622	+12%
Total Western Europe	17,693	19,326	20,216	+14%
PIG IRON:				
Germany	827	791	1,074	+30%
France, Belgium, Luxembourg and Saar	827	791	1,074	+30%
Saar Valley	1,216	1,394	1,439	+18%
Total Western Europe	2,043	2,185	2,513	+23%
CRUDE STEEL:				
Germany	999	1,012	1,337	+34%
France, Belgium, Luxembourg and Saar	999	1,012	1,337	+34%
Saar Valley	1,106	1,291	1,340	+21%
Total Western Europe	2,105	2,303	2,677	+27%

Even when allowance is made for the stimulus temporarily given to these industries in Western Europe during 1926 by the British coal strike, the sustained development is remarkable.

Now that these great industries were solvent once more, the purchasing power of the very large European population depending upon imported foodstuffs was rapidly restored. The result was a rapid advance in the



ALEXANDER MACDONALD  
Who came to Canada from Scotland in 1868 and three years later settled at Fort Garry, now Winnipeg, where he opened a grocery store and inaugurated the first "chain stores" on the prairies in the form of Red River carts. His grocery business is known today as Macdonald's Consolidated, Limited, with wholesale houses covering the prairies and with an annual turnover of \$25,000,000. The story of Alexander Macdonald's achievement is told in an accompanying article.

prices of farm produce all over the world, which did more to restore the balance between agriculture and industry within the countries chiefly concerned than any government interference, such as was frequently demanded at the time, could possibly have brought about. What happened in the case of Canada is illustrated in the table below. The figures are those of the Dominion Bureau of Statistics.

RELATIVE PRICES OF FARM PRODUCTS AND MANUFACTURED GOODS IN CANADA (Base Year, 1913 = 100)				
Year	Canadian Manufactured Goods	Foreign Manufactured Goods	Canadian Farm Products	Foreign Farm Products
1920	100.0	100.0	100.0	100.0
1921	100.0	100.0	100.0	100.0
1922	100.0	100.0	100.0	100.0
1923	100.0	100.0	100.0	100.0
1924	100.0	100.0	100.0	100.0
1925	100.0	100.0	100.0	100.0
1926	100.0	100.0	100.0	100.0
1927	100.0	100.0	100.0	100.0

It will be seen that the time of the Canadian farmer's greatest economic weakness, in 1923, when the goods he had to sell were depreciated almost exactly twenty per cent. in relation to the goods he wished to buy, coincided with the French occupation of the Ruhr (against a formal British protest) and the final ruin of the pre-war German currency. Improvement at once began in 1924, with the formal acceptance of the Dawes plan.

While in the complex interaction of forces, which determines the condition of business at present, it is obviously foolish to ascribe any pronounced change to a single cause, the point needs no demonstration that a major cause of the great improvement, not of agricultural production, but of the general business situation, was the

(Continued on page 32)

## GOLD & DROSS

### CAUTION ADVISABLE HERE

Editor, Gold and Dross:

I am enclosing a circular given me by a representative of the Monarch Bond Syndicate Limited, of Vancouver. Please advise if it would be safe to take up the savings plan they suggest. I may say that my means are strictly limited, and therefore I don't want to take any undue chances.

—L. J. M., Calgary, Alta.

I certainly would not consider it either safe or advisable for a man of limited means to entrust his savings to the Monarch Bond Syndicate Limited, merely on the strength of the sheet you sent me. Before you hand over your savings to any organization to play with you should know something about the character of the people behind it, its financial strength, its past record, and its standing in the community in which it operates. None of this rather important information is given in the circular. There are only a lot of flamboyant generalities which it calls its creed, and these do not inspire any large degree of confidence in me. A circular such as this constitutes in itself excellent reason for caution.

### A DOUBTFUL PURCHASE

Editor, Gold and Dross:

Will you please tell me if the shares of Kirkland Lake Gold Mines are a buy at this time?

—B. N., Walkerville, Ont.

Kirkland Lake has interesting speculative possibilities, but could scarcely be said to be worth even the present low market quotation. The company is highly capitalized while earnings are only a little more than sufficient to pay for the development. There are prospects of greater length and volume of ore at still greater depth, but this cannot be counted upon with certainty.

### ZIMMERKNEIT PREFERRED

Editor, Gold and Dross:

I would appreciate some information as to the earnings of Zimmerkneit, Limited for the past year. I am a holder of some of the preferred stock of this company, and I would appreciate your opinion as to it. When does the company's year end?

—J. C. I., Toronto, Ont.

The 7 per cent. cumulative preferred stock of Zimmerkneit, Limited, would appear to possess good investment value, in view not only of the steady progress which the company has been making, but because of the prospect for expansion following the acquisition by this company of the Harvey Knitting Company, Limited, and Hosiers,

## "Cash or Thirty Days"

Alexander Macdonald, Pioneer Western Merchant, Builds \$25,000,000 Business on Business Principle Considered Ridiculous in the Seventies

BY G. C. PORTER

IT WAS an original idea in merchandising that made Alexander Macdonald a multi-millionaire. But he possesses so many qualities that make for success that, along any conventional lines, he would have probably achieved an equal measure of prosperity.

So, at the age of eighty-four, this sturdy Scotchman is at the head of the Macdonald's Consolidated, Limited, grocery business, with wholesale houses covering the prairies and with an annual turnover of \$25,000,000. Though his sons and many of the men and women who helped construct this huge concern are active in the administration, "Sandy," as his intimates still address him, is the commanding genius that "makes the clock tick."

To the writer the other day, "Sandy" Macdonald, asked for a statement of his life story that might reveal to others the secret of his success, replied, "I never placed reliance on lucky strikes."

And this, elaborated by those who have analyzed his career from July 1, 1871, when the young Scotchman, at the age of twenty-seven, came to "Fort Garry," is interpreted as the capacity for hard work, original thinking, and a sincere interest in all with whom he came in contact, socially or in a business way. Riches, these friends will explain, as riches, never did mean anything to "Sandy." Business extension, a helping hand here and there for the other fellow, meant everything. This was Alex. Macdonald's life philosophy. It is the beacon light of his declining years. That's what he calls eighty-four—declining years—but not old age, for his kind never grows old.

How did his original ideas manifest themselves in business? He established the first "chain stores" on the prairies. They were conducted in Red River carts at first, but they were as much entitled to be known as "chain stores" on the prairies as the places of business he scattered from the lakes to the mountains in later years, for these stores on wheels supplied all available goods to the restless pioneers then engaged in putting North-western Canada on the map.

At that time he had been in Fort Garry but three years. Two years from the day he came to the Red River settlement, Alex. Macdonald opened a grocery store. His capital was less than a thousand dollars, for, when he arrived his only possessions were ten dollars, plus a sturdy physique and a rugged honesty that fitted well into the picture of the frontier of those days.

But his first original business idea was displayed in his ten by twelve shack, by courtesy termed a "grocery store," in Fort Garry. His business was a cash business. He paid cash for his stock, and sold on the same terms. "Money or trade" was what he exchanged his meagre stock for. In a country where business was done chiefly on six months' or a year's credit, this venture was a novelty. Swift ruin was predicted by most of the populace for the young Scotchman at that time.

But this principle of the Macdonald business has stuck through the years. As he branched into wholesale lines in the spring of 1890 he did not depart from that policy—"cash or thirty days Macdonald" was the good-natured term in which he and his business were referred to throughout the north-west.

To-day, with an annual turn-over of twenty-five million dollars, the Macdonald's Consolidated is running along on this basis—"cash or thirty days."

And there was another novel feature developed when the first little wholesale store was established in Winnipeg. It, too, has stuck through the colossal establishments bearing his name that link the parent house with these in Calgary, Edmonton, Regina, Swift Current, Saskatoon and North Battleford.

"Employ no solicitors." Who had ever heard in 1890 of a wholesale business conducted without travelling salesmen? Alex. Macdonald admits to this day that he had never heard of business being conducted just that way. "But that meant nothing to me," he explained.

(Continued on page 27)



ROBERT J. MAGOR  
President and Chairman of the Board of Directors of the National Steel Car Corporation, Limited, who has submitted the annual report to shareholders, showing the operating profits of the corporation to have been almost doubled in the last fiscal year.  
—Photo by "Who's Who in Canada"



HON. F. B. MCCURDY  
Who has been appointed President of the Trinidad Electric Company, Limited, in succession to Hon. W. B. Ross, of Halifax.  
—Photo by "Who's Who in Canada"



## Be Careful

Investments should be carefully studied at present and that is why we urge those seeking investment of funds to consult us before deciding on the security.

Telephone Elgin 0341  
WRITE OR CALL

**JOHN STARK & CO.**  
MEMBERS TORONTO STOCK EXCHANGE  
Established 1870 Royal Bank Bldg. TORONTO

**4%**  
paid on deposits—  
subject to withdrawals  
by cheque

**CENTRAL CANADA**  
LOAN AND SAVINGS  
COMPANY  
King & Victoria Sts. Toronto  
43 Simcoe St. N. Ottawa  
Established 1884

**Sound Investments**  
with a good yield.

Write for our selected  
list of offerings.

**DICKSON, JOLLIFFE**  
and Company, Limited  
INVESTMENT SECURITIES  
302 BAY STREET — TORONTO

**OENMAN & CO.**  
LIMITED

INDUSTRIAL  
FINANCING

HAMILTON BELLEVILLE  
LONDON TORONTO

**INVESTMENT  
SECURITIES**

**FRASER, DINGMAN  
& COMPANY**  
304 BAY ST., TORONTO  
Telephone Elgin 3125

**THE ROYAL TRUST &  
EXECUTORS  
AND TRUSTEES**

**Lake Shore Mines, Limited**  
(No Personal Liability)  
DIVIDEND NO. 34

NOTICE is hereby given that a quarterly dividend of twenty per cent., on the issued capital stock of the Company, will be paid on the 15th day of September, 1928, to shareholders of record at the close of business on the 1st day of September, 1928.

# GOLD & DROSS

WHITE-CHIEF BATTERY COMPANY

(Continued from page 25)

lead-acid type. If so, of what particular value is a metal not affected by alkalis when there are no alkalis used in that type of battery?

Referring to page three of the prospectus, it is stated that the superiority of the White-Chief battery lies in its greater supply of oxygen and hydrogen. The power of a lead-acid battery is not derived from oxygen and hydrogen at all and these two elements have nothing whatever to do with the production of electric current in the battery. True, they appear when the battery is charged at too high a rate, but their appearance merely represents the wasting of a certain amount of the charging current in the useless process of breaking up the water in the electrolyte into these two gases.

The amount of electrical current that can be derived from a storage battery of the lead-acid type is fixed by nature and no battery manufacturer can get any more than any other manufacturer. In other words, a pound of lead oxide will produce a given number of ampere hours and any battery manufacturer who claims that he can get more ampere hours out of a pound of lead oxide than his competitor is either unfamiliar with the fundamentals of his own business, or is not particularly careful about the truth of his statements.

On page three of the prospectus is also made the statement that a two-year adjustment guarantee is about double that offered by other makers of storage batteries. There are a good many makers in the market now offering such a guarantee.

Referring to the figures on page four of the prospectus, it hardly seems possible that a new company can acquire a production equal to half that of one of the oldest and largest companies in the business in less than five or six years as a minimum, nor is it easy to understand how such a new company can sell its product at an average price per battery practically double that at which batteries are now being sold generally to motor-car manufacturers and battery jobbers. Assuming, however, that this new company can reach a production of 36,000 batteries per year, all that is necessary is to reduce the average selling price to that at which batteries are generally sold to bring the estimated revenue down to approximately equal the estimated cost of operation, leaving nothing at all available for dividends.

On page 6 of the prospectus, under the heading "Market" is another misleading statement. Assuming that there are 900,000 motor vehicles in operation in Canada, it does not necessarily follow that there is a market for 900,000 batteries. The average life of a battery is nearer two years than one year and hence the market is only half the car population.

In looking over the testimonial letters I notice that in practically every case the satisfied user of a White-Chief battery had not owned it for more than a year and the testimonials are not, therefore, very convincing.

## OUTLOOK IS PROMISING

Editor, Gold and Dross:

Please advise if Wright-Hargreaves is a good investment, to hold say for a year.

—M. C. P., Govenlock, Sask.

Shares in Wright-Hargreaves cannot be classed as an investment. Nor can shares in any other mining enterprise, for the reason that mining is necessarily a wasting industry and for every dollar taken out of a mine, there is exactly one dollar less left in the ground. In the end the resources become exhausted. As for Wright-Hargreaves, the mine is yielding profits of possibly \$750,000 a year on the current performance. This would be quickly increased were further development to disclose better grade of ore, or it would be reduced were further decrease to take place in the average values in the ore.

At the present time the grade of ore is showing some improvement, but the outcome remains speculative as to whether this will extend over a long period, or not. However, the outlook is promising and the shares appear to be a reasonably attractive speculation.

## SECURITIES ACCEPTANCE CORPORATION

Editor, Gold and Dross:

I am advised by a friend to buy shares in the Securities Acceptance Corporation, of Toronto, as it pays \$10 a share on your money. Can you give me some information about the company and let me know if the shares are a safe investment or not? I don't even know what business it is in. Has it been going long?

—H. G. S., London, Ont.

This company was formed in 1924 for the purpose of purchasing and holding the shares of trust, loan and mortgage, insurance, finance and discount companies. I understand that about a third of its funds are invested in the securities of trust and insurance companies, while the balance is distributed amongst the other companies named.

While the company has not been in business very long, it appears to have done well so far and to have made satisfactory profits each year. Furthermore, I am informed that the securities held show an average appreciation in value of about 10 per cent. over their purchase prices. The company's fiscal year ended on June 30th and the annual statement will presumably not be available for some time. I am informed, however, that the statement, when it appears, will show the company to be in a sound position financially, together with an increase in profits of about 2 per cent. to 3 per cent. over the previous year.

The stock is offered to the public in units consisting of two shares of preferred of \$50 par value and two shares of common of \$25 par value for a total of \$150 per unit. The preferred stock carries an 8 per cent. cumulative dividend, and there is also a participating feature by which an additional 2 per cent. per annum has to be paid on the preferred before anything can be paid on the common. This maximum amount of 10 per cent. has, I understand, been paid regularly to preferred shareholders since 1924. No dividends, however, have yet been paid on the common stock and I understand that it will probably be five years or so before the company will be in a position to pay anything on the junior security.

Thus, the utmost that a purchaser of one or more of these units can hope to receive for several years to come is \$10 annually per unit, which is equivalent to a return of 6.66 per cent. on his investment. This is not a bad figure in these days of declining interest yields, but I do not know that it is sufficiently high to make these shares a particularly attractive investment in view of the fact



H. H. CHAMP  
Vice-President, Director and Treasurer of The Steel Company of Canada, Limited, who are planning very large extensions to their plant. Mr. Champ is also Director of the Tuckett Tobacco Co., Limited, Brander-Henderson, Limited, and other companies, and is a member of the Hamilton Advisory Board, The Royal Trust Company.

—Photo by "Who's Who in Canada"

that some of the companies whose securities are held by the Securities Acceptance Corporation Limited, such as the finance discount, and loan and mortgage companies, are engaged in somewhat speculative businesses and also in view of the fact that there is little, if any, market for these shares.

The latter fact, of course, means that you might find it very difficult to dispose of these shares, should you need your money at any time. The company, I understand, will make a loan on them up to a certain amount, but will not buy them back, and there is practically no dealing in them, so far as I know, by the regular dealers in this class of securities. On the other hand, the marketability feature may not be important to you and there is also the speculative inducement given by the common shares, which, of course, may prove to be of real value at some future date.

## FIGHTING CHANCE FOR TOUGH-OAKES

Editor, Gold and Dross:

Would it be possible for you to insert in this week's issue of your paper your candid opinion of Tough-Oakes-Burnside?

—"Faithful Reader," Toronto, Ont.

Tough-Oakes-Burnside still has a fighting chance. Funds definitely subscribed have about been exhausted, but the further amount on call is sufficient to carry work to possibly 3,000 feet in depth. The work at present is going through to 2,000 feet and the results to be obtained at that depth will probably determine the question of continuing on.

This deep work is to be encouraged as it means much to those who hope to demonstrate easterly continuation of the main ore-bearing zone of Kirkland Lake. My own opinion is that there is a reasonable chance of the deep work disclosing ore. As to what volume will be found, only work will determine.

## WAITE-ACKERMAN-MONTGOMERY

Editor, Gold and Dross:

I hold one hundred shares of Waite-Ackerman-Montgomery, bought at an average price of \$4, and intend keeping same indefinitely. Do you feel that this is warranted by the prospects for the stock?

—M. V. L., Regina, Sask.

The outlook is encouraging for Waite-Ackerman-Montgomery. One ore shoot appears to contain possibly close to \$10,000,000 on which a profit of about \$4,000,000 is believed likely to be realized. During the course of mining out this ore, further development will be done. There is a good chance that additional ore will be found—there being indications at present that zinc deposition occurs at greater depth. The company is capitalized at 2,000,000 shares. Current quotations of around \$3.50 a share place a valuation of \$7,000,000 on the mine—thereby necessitating gross production of at least \$20,000,000 to justify that price.

## MACASSA'S CHANCES FAIR

Editor, Gold and Dross:

I am thinking of taking a little flutter in mining stocks and have been advised to buy Macassa Mines Limited. Can you tell me if this would be wise and if the venture is likely to be successful? You might also say if you consider the property well located.

—H. R. D., Vancouver, B.C.

Macassa has frequently been referred to as an interesting speculation for the reason that the property sits astride what appears to be the westerly continuation of the so-

## NOTICE TO READERS

Saturday Night's investment advice service is for the use of paid-in-advance mail subscribers only. Saturday Night regrets that it cannot answer inquiries from non-subscribers.

Each inquiry must positively be accompanied by the address label attached to the front page of each copy of Saturday Night sent to a regular subscriber, and by a stamped, self-addressed envelope.

Each letter of inquiry should refer to one company or security only. If information on more than one company or security is desired, the sum of fifty cents must be sent with the letter for each additional company or security inquired about. If such additional inquiries relate to mining or insurance matters, they should be written on separate sheets of paper.

Inquiries which do not fulfil the above conditions will not be answered.

**A. E. AMES & CO.**  
LIMITED

Business Established 1889

**CANADIAN**  
Government, Municipal & Corporation  
**SECURITIES**

53 KING ST. WEST - TORONTO 2  
360 ST. JAMES ST. WEST MONTREAL  
11 WALL STREET - NEW YORK  
LONDON BLDG. - VANCOUVER  
BELMONT HOUSE - VICTORIA, B.C.  
GRESHAM HOUSE - OLD BROAD ST.  
LONDON, E.C. 2, ENG.

INQUIRIES INVITED

**BONGARD & COMPANY**

Members

Toronto Stock Exchange  
Montreal Stock Exchange  
Montreal Curb Market  
New York Curb Assoc.

244 Bay Street

Elgin 5381

Toronto 2

KITCHENER

BRANCHES

GUELPH

WINDSOR

Reliable information and quotations  
furnished on listed or unlisted invest-  
ment securities. Consult the Manager  
of our nearest office.

Correspondence enquiries invited.

**Royal Securities Corporation**  
LIMITED

164 St. James Street, Montreal

Toronto Halifax Saint John Quebec Winnipeg Vancouver  
New York Charlottetown Ottawa Hamilton Calgary  
Edmonton Regina Victoria St. John's, Nfld. London, Eng.

Investment Securities

**CASSELS, SON & CO.**

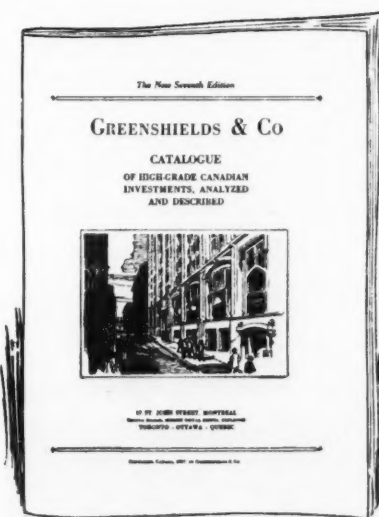
ESTABLISHED 1877

MEMBERS TORONTO STOCK EXCHANGE

16 JORDAN STREET,

:-:

TORONTO.



7th Edition now ready

A copy will be mailed free on request

**Greenshields & Co**

Members Montreal Stock Exchange

Montreal: 17 St. John Street  
also Mount Royal Hotel Building

TORONTO  
24 King St. West

OTTAWA  
56 Sparks St.

QUEBEC  
80 St. Peter St.

**A.J. Pattison, Jr. & Co.**  
LIMITED

ESTABLISHED 1907  
**INVESTMENT BANKERS**

BONDS AND SHARES

"Specialists Unlisted Bonds and Stocks"

219 Bay Street, (Ground Floor) Toronto

Elgin: 5101-5102-5103  
5104-5105-5106



**HOUSSEY, WOOD & Co.**  
LIMITED  
Investment Bankers  
ROYAL BANK BLDG.  
TORONTO

**Bonds  
and  
Stocks**

Orders executed on  
All Exchanges  
Direct Private Wires  
New York and Chicago

**SELECTED  
INVESTMENTS**  
To Yield Attractive Income  
**Campbell, Thompson & Co.**  
Investment Bankers,  
Established 1910  
293 Bay Street, Toronto 2.

**MORROW,  
PLUMMER  
AND COMPANY**  
Members  
TORONTO STOCK  
EXCHANGE  
Information furnished regarding any  
investment issue. Orders executed  
on all leading exchanges  
27 Melinda St. - Toronto  
Cable address  
Lynplum—Admorrow  
Telephone  
Elgin 5156

**S. A. MARVIN R. H. SCARLETT**  
**FLEMING & MARVIN**  
Established 1909  
MEMBERS:  
STANDARD STOCK AND MINING  
EXCHANGE  
CHICAGO BOARD OF TRADE  
Stock and Grain Brokers  
Orders Executed in all Markets  
45 Richmond St. West  
TORONTO CANADA

High Grade Investments  
Dependable Service  
**BROWNE, URQUHART & CO.**  
LIMITED  
266 St. James St.  
MONTREAL  
Telephone, Harbour 2111

**DRAPER DOBIE  
&  
COMPANY**  
LIMITED  
DRAPER DOBIE  
& W. BOWCOCK  
MEMBERS  
STANDARD STOCK AND MINING EXCHANGE  
STOCKS BOUGHT AND SOLD FOR CASH  
ON ALL EXCHANGES  
DIRECT WIRE CONNECTIONS  
HIGH GRADE MINING INVESTMENTS  
NORTHERN ONTARIO BUILDING  
TORONTO 2

**Roberts Cameron & Co.**  
LIMITED  
HEAD OFFICE  
Relax Building  
TORONTO  
ADL 3466  
BRANCH OFFICE  
Board of Trade Bldg.  
MONTREAL  
MAIN 8766  
Bonds  
Government  
Municipal  
Corporation  
Real Estate  
Stocks  
Listed  
Unlisted  
Mining  
E. McLEOD DUNCAN  
Member-Montreal Curb Market

Dividend Number 179  
**Hollinger Consolidated Gold  
Mines, Limited**  
(No Personal Liability)  
A dividend of 2% on the outstanding  
Capital Stock of the Company has been  
declared payable on the 8th day of Sep-  
tember, 1928, on which date cheques will  
be mailed to shareholders of record at  
the close of business on the 22nd day of  
August, 1928.  
Dated the 15th day of August, 1928.  
I. McIVOR,  
Assistant-Treasurer.

## GOLD & DROSS

called main break of the Kirkland Lake district. There is no assurance of success, but the management is experienced and there is a fair chance of finding ore. It should be remembered that by no means all reasonable speculations in the mining business prove successful—in fact only one out of scores of such enterprises attains success. Diamond drilling has indicated good geology and plans are being made to sink a shaft in the central part of the property for exploration purposes. I understand the directors themselves paid 40 cents per share for treasury stock to provide the company with funds for the present campaign, this including Harry Oakes, president. This appears to be evidence that experienced mining men consider the venture at least a fair gamble.

### RAMON GOLD MINING SYNDICATE

Editor, Gold and Dross:  
Can you tell me what the capitalization is of the Ramon Gold Mining Syndicate and how long it will be before the shares are listed on the Standard Exchange, Toronto? Also where are the properties located and do you consider the shares a fair speculative investment for a hold?

—B. H. F. Schumacher, Ont.

The shares are not an investment in any degree. On the contrary, the venture is highly speculative, although worth working as an interesting prospect with possibilities. The syndicate is capitalized at \$150,000 in the form of 3,000 units of \$50 each. There is no guarantee the shares will ever be listed on the Standard Stock and Mining Exchange. The syndicate holds claims in the Serpent River area in Ontario on which nothing is being done at present. The syndicate recently acquired control of the Found Lake claims in Northern Manitoba, lying adjacent to Sherritt-Gordon holdings. Surface work is in progress on the Found Lake groups.

### POTPOURRI

D. E. C. Halifax, N.S. I am afraid the prospects look pretty gloomy at this time for the shareholders of the MANUFACTURERS' FINANCE CORPORATION LTD. There are several issues of bonds ranking ahead of the shares, and at the present time it does not look as if there will be enough to satisfy all the claims of the bondholders. However, a special meeting of shareholders and creditors has been called for September 18th, at which time we shall probably have a better idea of the situation. I may remark that SATURDAY NIGHT has always pointed out the risk involved in purchasing these shares.

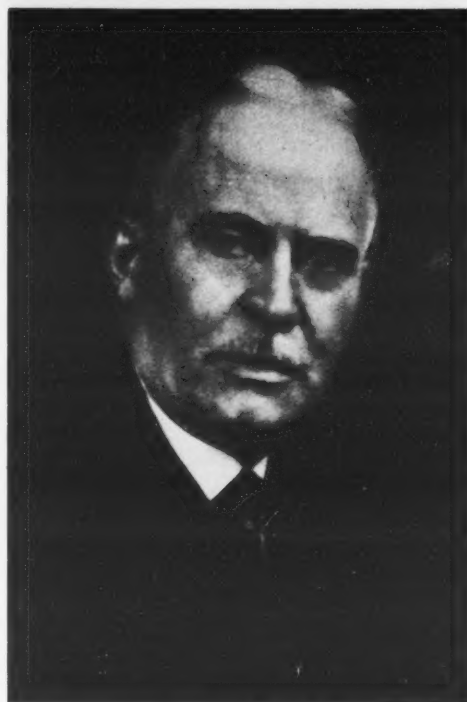
W. C. Merritt, Ont. I advise turning in your 7 per cent. preferred stock certificates of the INTERNATIONAL PAPER COMPANY for the 7 per cent. preferred stock of the new INTERNATIONAL PAPER AND POWER COMPANY.

A. C. Castleton, Ont.—It is pretty difficult to make a comparison between the geological conditions on such new prospects as MOLAVAR MINES and O'CONNOR-CADILLAC. In each case it remains for exploration to be done in an effort to learn whether they have any actual value as mining properties, or not. Each company is capitalized at 3,000,000 shares, and it is my opinion that purchase of shares at the present time should be left to those who could afford the loss in case of poor results.

C. E. A., Dunnville, Ont.—VIFOND is driving a long crosscut at present into the Thompson-Krist section of the property and this holds out at least some further hope. Ore in that direction would quickly reflect itself on quotations for the shares. The outcome is quite uncertain. In a general way, I do not believe this is the best time to sell mining stocks other than in such isolated cases as where quotations have taken a big advance, or where developments may have gone bad.

T. P., Exeter, Ont.—DENISON NICKEL SYNDICATE is highly speculative. I understand the plan is to carry through incorporation of a 4,000,000 share company. The shares are not assured of ever being listed and I am of opinion a big risk is involved.

S. J. R., Lussville, Ont.—MALONE LAKE has only operated on a shoe-string. The properties are in the prospect stage and the company has not been very successful



H. M. JAQUAYS, M.A., M.Sc.  
Vice-President and Director of the Steel Company of Canada, who are planning very large extensions. Mr. Jaquays is also Director of Ontario Steel Products Company, Gould Cold Storage Company, and The Occidental Fire Insurance Company. He was at one time Lecturer and Assistant Professor in Mechanical Engineering, McGill University, and became Chief Engineer of the Montreal Rolling Mills in 1906, which subsequently was absorbed by Steel Company of Canada.

—Photo by "Who's Who in Canada"

financed for work. The outlook for the Dugan prospect in Gowanda is poor. I do not know of any market demand for shares in Malone Lake. The agent who made you promises of profit was of the high pressure type, as responsible mining men do not talk that way about uncertain prospects on which the chances may be a thousand to one against success.

P. M., Toronto, Ont. Why not pick BRAZILIAN TRACTION? This stock, while giving a comparatively small return at present, has excellent long term prospects and gives every promise of moving steadily higher over the next few years. In my opinion it meets every requirement listed in your letter.

G. E. M., Simcoe, Ont.—I have heard of nothing being done on the property of the EAST-KIRK MINING COMPANY during recent years. A little work was done some years ago with pretty uncertain results. The work being done on the Federal Kirkland might be of interest to those owning the East-Kirk claims, but at present the outlook is poor.

B. O., Rosetown, Sask. In my opinion the 6 per cent. first mortgage bonds secured by the WAYLAND MANOR APARTMENTS, of Providence, Rhode Island, are an attractive security in their class, but I do not think they can be considered as strong an investment as the Burns and Company and Simpson's Limited bond issues. Both of the latter are very attractive issues, the companies behind them having very good records and excellent prospects, and the bonds themselves being readily marketable at any time. You might find the Wayland Manor Apartments issue difficult to dispose of in a hurry, should you need your money at any time.

S. B. A., Fort Saskatchewan, Alta. In STANDARD OIL OF NEW JERSEY, IMPERIAL OIL, BRITISH AMERICAN OIL and MASSEY HARRIS you have picked a quite attractive aggregation and I think that all of them, if bought with the idea of holding over say a period of two or three years, should show you a worth-while profit.

## "Cash or Thirty Days"

(Continued from page 25)

"The fact that I had never heard of it, or that it had never been done before didn't mean that I couldn't do it. I will try anything once that appeals to my business judgment, and if I fail, well, I will try it again and again until I am convinced that it is not a reasonable business proposition."

And it did work. The "price list system" took the place of the time-honored travelling man. The first price list sent to the trade—that was in 1890—was printed on a postal card. It contained twelve standard articles, with the line "and other goods too numerous to mention." That postal card, the first series, went to less than a hundred retailers scattered over the west and every quarter thereafter another set of cards were mailed out. There was just one price to all and cash or thirty days to all. He could shave prices and make money because of the saving in solicitors' expenses.

To-day this postal card has grown into a huge price list that goes every thirty days to the trade covering the west, and ten thousand copies are necessary. But it is still known as the "grocer's bible" this Macdonald price list, so named in the pioneer days, not in a spirit of levity, because the average retailer on the plains regarded it as business authority—the last word.

It was four years after Alex. Macdonald founded his first wholesale house that, in 1894, he became president of the Great-West Life Assurance Company, and he retained this executive position until a few years ago. He also became a director in the Northern Mortgage Company, and numerous other concerns. In 1894 he was mayor of Winnipeg, and found time from the pressure of his growing business to ally himself with numerous benevolent organizations. He said he could not afford to devote all of his time to making money, and this policy continues to this day. His contributions to charitable organizations and public service associations have always been heavy, but concerning this he gets fussy when asked for details. He will not talk of that. He would not even admit, in conversation, the fact that when war came he paid for one thousand copies of a daily paper to be sent to the boys in the trenches and the hospitals "for the duration of the scrap."

And that's "Sandy's" way. He is proud of his connections with these movements that help others—but not for publication.

Though six years were required for Macdonald's first wholesale venture, started on a capital of \$30,000, to show

a profit, in 1911 he was doing a turn-over annually of nine million, and had a paid-up capital of \$1,500,000. In 1912 the bond company that promoted the purchase of the Macdonald grocery interests paid a premium of fifty per cent. for this stock—\$2,400,000 cash. He retained two of his stores and, under the agreement, was to refrain from active business association, other than as a stockholder, for three years. His sons and old employees handled the business.

It is suggestive of the moral fibre of Alexander Macdonald that, though the bond company cancelled the restrictions after the first year, he refused to take personal charge until the full three years had expired. Then he plunged into the business with his old-time vigor, but never changed his methods of price lists as a substitute for travelling salesmen and "cash or thirty days."

Then in 1924 the Macdonald Consolidated took over the several houses scattered over the prairies, operated by his sons and the old staff under his general direction. That year a twenty-five million dollar turn-over marked the high-water mark of Alexander Macdonald's business achievement.

Throughout his long business career, continuing to-day, "Sandy" appears at his place of business at eight o'clock. As long as horse-drawn vehicles were in use he invariably, each night, inspected his stables. His passion was for good treatment of his employees and his livestock. Early he established a custom of using office vehicles for sending his employees home to "dinner." That was what the noon meal was called in the pioneer days. It is still "dinner" at noon with Alex's boys and girls.

"From immigrant lad to millionaire!" would be a fine title for a moving picture of this prince of industry, for he came to Canada direct from Perthshire, Scotland, and had but three indifferent years of schooling. He landed at Seaford, Ontario, when he was twenty-four years of age, and worked as a chore-boy on a farm. When he came to Winnipeg, he paid for his board at the home of W. F. Luxton, by turning the hand press that printed Luxton's "Free Press."

Above medium height, spare of build, rugged of physique, Sandy Macdonald swings down Winnipeg's streets to-day with his keen blue eyes seeing everything at a glance. He used to walk these same streets in mud up to his knees. His every movement suggests mental alertness and a consuming interest in those he meets.

**Wood, Gundy & Company**  
Limited

Investment Bankers  
for  
Governments  
Municipalities  
Corporations

New Issue—**State of Rio Grande do Sul** (United States of Brazil)  
6% External Sinking Fund Gold Bonds  
Dated June 1, 1928 Due June 1, 1968  
PRICE—94% and accrued interest, yielding from 6.40% to 7.53%, depending upon date redeemed by Sinking Fund which draws bonds by lot at 100% and interest beginning in 1932, in amounts calculated to retire entire issue by maturity.  
**MATTHEWS & COMPANY**  
Limited  
INVESTMENT BANKERS  
255 Bay Street Elgin 5192 Toronto 2

Established 1899  
**Real Estate Bonds**  
Write for Booklet  
**W.N. McEachren & Sons**  
Limited  
901-2 Royal Bank Bldg.

**McDougall & Cowans**  
(Members Montreal Stock Exchange)  
(Members Montreal Curb Exchange)  
200 St. James St. West, Montreal  
Branch Offices:  
Halifax, Saint John, N. B., Quebec, Ottawa,  
Toronto, Winnipeg.  
Connected by Private Wires

**A. E. OSLER & COMPANY**  
Select Mining Investments Established 1886  
Correspondence Invited  
Information regarding any of the more interesting mining properties supplied on request.  
Orders executed on all exchanges  
Osler Bldg., 11 Jordan St., TORONTO (2), EL. 3461

**OSLER & HAMMOND**  
F. G. OSLER G. T. CHISHOLM  
H. F. MARRIOTT H. FRANKS  
Stock Brokers and Financial Agents  
Members { Toronto Stock Exchange  
Montreal Stock Exchange  
Montreal Curb Market  
New York Curb Market (Associate)  
GOVERNMENT, MUNICIPAL AND INDUSTRIAL SECURITIES  
21 Jordan Street 145 St. James St.  
TORONTO MONTREAL

## Ah! if the plain old tin could speak



The old gentleman has known the sweet unvarying solace of Craven for fifty years. When you get him in the mood, he'll tell you about those days of his youth.

"It got about," he says, "that the third Earl of Craven had evolved the perfect tobacco. Then Carreras started selling the wonderful mixture under the name of their great patron. That was back in the sixties and the plain old tin and I have knocked about a bit since. Things have changed, too, but never the plain old tin, nor fine old Craven."

As the tin is the same to-day, so is the tobacco also. Rich, soothing, infinitely satisfying, it is cured and matured in the good old-fashioned way.

Said Sir James Barrre—"It is a Tobacco to live for."

IMPORTED FROM LONDON  
2 ozs. 50c. 4 ozs. \$1.00

**Craven**  
Mixture Tobacco  
IN THE PLAIN OLD TIN.

Made by CARRERAS LTD., London, England. Est. 1788



## WELLINGTON FIRE INSURANCE COMPANY



Established 1840

"One of the Oldest Canadian Companies"

**President** W. A. DENTON  
**Vice-President** E. B. STOCKDALE  
**Managing Director** H. BEGG  
**Directors**  
H. C. SCHOLFIELD, M.P.P. W. R. BROS.  
S. C. ROBINSON, M.P. HARRY C. EDGAR  
W. E. BUCKINGHAM E. J. HAYES  
**Secretary** J. G. HUTCHINSON  
**Assistant-Secretary** W. H. BUSCOMBE  
**Superintendent of Agencies** GEORGE A. GORDON  
**HEAD OFFICE:**  
78-88 King St. East, TORONTO.



**Great-West  
Life**

**The  
Canada National Fire  
Insurance Company**  
Head Office: WINNIPEG, MAN.  
A Canadian Company Investing  
Its Funds in Canada.

**E. F. HUTCHINGS**  
President.  
**HENRY SANDISON**  
First Vice-President.  
**T. S. McPHERSON**  
Second Vice-President.

Application for Agencies Invited.  
Toronto Office: 24 Adelaide St. W.  
**W. H. GEORGE**  
Superintendent of Agencies.



Security Over \$64,600,000  
Toronto Agents  
**PKY & THOMPSON**  
53 Yonge St.

## Policyholders' Dividends

The five year dividend results to policyholders in this company have been most gratifying and compare favorably with those of any other company.

**The Western Empire Life  
Assurance Co.**  
WINNIPEG, MAN.

**Wood, Fleming & Co.  
LIMITED**  
ROYAL BANK BUILDING  
TORONTO.  
BUILDING MANAGERS  
VALUATORS  
REAL ESTATE BROKERS  
GENERAL INSURANCE AGENTS  
We supply experienced and economical management of commercial and residential properties.  
Inquiries solicited



Established 1880 Telephone Elgin 5103-6  
**J. P. LANGLEY & CO.**  
C. P. ROBERTS, C.A.  
Chartered Accountants  
**G. S. HOLMESTED**  
Trustee in Bankruptcy Proceedings.  
Offices: McKinnon Bldg., TORONTO.



## \$89, 593, 655, Business Obtained in Aetna Life Campaign

**FINAL** figures for the K. A. Luther Testimonial Campaign, which general agents of the Aetna Life Insurance Company conducted during May and June in honor of Vice-President K. A. Luther's 30th anniversary as an "Aetna-izer", show that the field organization liberally exceeded its allotted quota of \$75,000,000 of new paid business. The amount actually obtained was \$89,593,655.

This announcement was made August 11 by W. R. Harper, general agent at Philadelphia and chairman of the general agents' advisory council, which planned and directed the campaign. The campaign chairman also announced that 50 of the company general agencies have exceeded their 8,000-point quotas in the campaign, many of them by wide margins.

The campaign, which is regarded by company officials as the most successful in which the Aetna has yet participated, was officially opened May 1 and continued until June 30, with the month of July left for the payment of business written in the two actual campaign results. The company quota was finally reached on July 16.

## Interest Allowed on Claims Where Payment is Delayed

**WHILE** life insurance companies are anxious to pay all claims promptly, there are cases where for one reason or another the necessary claim papers are not completed promptly and payment to the insured or the beneficiary is accordingly delayed.

It has been decided by the Manufacturers' Life Insurance Co. to pay interest at the rate of 3½ per cent. per annum on proceeds of policies, where payment is delayed longer than one month from the date of death of the insured, in case of a death claim, or from the maturity of the policy, in case of an endowment claim, such interest dating from one month after death or maturity.

## Terms of New Stock Issue of Ontario Equitable

**THE** Ontario Equitable Life and Accident Insurance Company of Waterloo, Ont., is increasing its authorized capital from 37,500 shares to 52,500 shares, an increase of 15,000 shares. Of these new shares, 10,000 are being offered to present shareholders on the basis of one share of new stock for every four held up to Aug. 15. The price of the new shares to shareholders under the arrangement is \$112.50 per share, the sum of \$22.50 to be paid, which payment is divided, \$10 on the par value of the stock and \$12.50 as premium. The transfer agent and registrar is The Chartered Trust and Executor Company, of Toronto, and

the right to subscribe expires September 15.

An objective of 50 millions insurance in force by the end of next year has been set by the Ontario Equitable, as compared with \$39,000,000 in force in July of this year. Such a program calls for more capital and an augmented surplus, hence the decision to issue more stock.

The growth of the Ontario Equitable is illustrated by the insurance in force in 1920 of a little over a million dollars. In the same year the company's assets were \$174,985 while in July last they were figured at \$4,500,000. During the same period its agency organization has increased from 5 to 30 District Offices. The company now has 1,500 shareholders in all parts of Canada and in Newfoundland.

## Metropolitan Casualty to Cover Aviation Injuries

**THE** Metropolitan Casualty Insurance Company of New York, has announced that on and after September 1, all existing and future policy holders of the company will be free to travel in regularly licensed passenger airplanes or dirigible airships provided by incorporated passenger carriers and operated by a licensed pilot upon a regular passenger route between definitely established airports.

While the Metropolitan is not the first of the companies to provide this coverage, the delay, it is explained, has not been on account of underwriting reasons, but because it was felt that there was insufficient demand for such protection.

The activities of the newly-formed Transcontinental Air Transport, of which Colonel Lindbergh is chairman, together with various other huge aerial projects now formed, or forming, give definite assurance that commercial flying will shortly be a standardized mode of travel, and this consideration has induced the company to provide the required protection.

## Pay the Second Premium on Your Life Policy

**A** GREAT many people take out life insurance and pay the first premium all right, but when the time comes round to pay the second premium they do not pay it but let the policy lapse, to the serious loss of themselves and their dependents. The largest percentage of lapses takes place when the second premium falls due.

The hardest premium to pay is the second, and in many respects it is the most important of all. With two annual premiums paid, it seems to be easy enough to finance the third premium, but the second one is the sticking point for multitudes of those who need the protection most. Therefore, whatever stinting or sacrifice is necessary in order to pay the second premium, make it and get on the road to life insurance happiness.



**S. RAOUL GAUTHIER**  
Who has joined the Board of Directors of the Anglo-Canadian Insurance Corporation. Mr. Gauthier is a well-known insurance and financial broker of Montreal.  
—Photo by "Who's Who in Canada"

## Unemployment Insurance Not Practical Question in Canada

**IN** THE report of the Industrial Relations Committee of Canadian Manufacturers' Association at the recent annual general meeting, the following reference was made to the question of Unemployment Insurance:

"In April last the Association was requested to send representatives to give evidence before the Parliamentary Committee on Industrial and International Relations on the subject of unemployment insurance. Your Committee felt that as the Association had never considered this question 'practical politics', and thus had never made a pronouncement upon it, it was impossible to present any definite view. It was decided, however, to send Mr. W. C. Coulter, a past Chairman of the Committee, and the Secretary of the Committee, to explain in the first place that the Association had no policy on the question, but also to point out that there were certain conditions peculiar to Canada in respect to such a question which would have to be taken into consideration in approaching it. These conditions may be summarized as follows:

(1) *The proximity of Canada to the United States.*

If there were imposed on Canadian industry a burden which American industry refused to assume, Canadian industry would be handicapped in competing with American industry in the Canadian market with the result that the amount of unemployment in Canada would be increased, which is hardly the result aimed at.

(2) *Canada is still predominantly agricultural.*

Canada is still predominantly agricultural and it is all important that more people should be induced to go on the land. If unemployment insurance is added to workmen's compensation and other social legislation, there will be danger of increasing instead of checking the tendency of the people to drift from the country to the town.

(3) *General employment conditions are much more fluid in Canada than in older countries.*

The fact that unemployment insurance is found necessary in a country with static labour conditions as in England, does not prove the necessity or wisdom of introducing such legislation in a new country like Canada where employment conditions are fluid and there is more or less constant expansion of industry. It is a substantial asset to a new country that workmen who lose one job should seek another rather than remain idle and draw unemployment insurance.

(4) *Unemployment insurance must be considered in conjunction with immigration policy.*

Another condition peculiar to Canada, as compared with a country like England is that, instead of being overcrowded, this country has too few people and is seeking to attract new comers. The question of unemployment insurance should be considered in conjunction with the question of immigration.

Your Committee is of the opinion that unemployment insurance is really not a practical question in Canada at the present time."

## INSURANCE INQUIRIES

Editor, Concerning Insurance:  
As a subscriber to "SATURDAY NIGHT", may I ask you to give me your opinion of the financial standing of the "UNION MUTUAL CASUALTY CO." of Des Moines. The rates for life and sick and accident benefits are very low in this company. I have been told that in case of accident or death, one might have difficulty in collecting a claim, as this company is not registered or licensed in Canada.

—F. A., Moncton, N.B.

While officials of the Union Mutual Casualty Company of Des Moines, Iowa, claim that it is authorized to write insurance by mail in Canada, the fact remains that it is not licensed to do business in this country and that it has no Government deposit here for the protection of Canadian policyholders. Accordingly you could not enforce payment in Canada of any claim you might have against the company, but would have to try to collect in Iowa. That puts a claimant practically at the mercy of the unlicensed company in case of a claim. Saturday Night advises insuring with licensed companies only,

## What Will Your Succession Duties Amount To?

You do not know—nobody knows.  
But—when the bill is placed on the desk that was yours, it will have to be met in cash.

Very embarrassing—very disconcerting—to your wife or your children.

Will they have to sacrifice securities or other property to meet this pressing and inescapable claim? And when they have done so, how much will be left of your legacy?

Which method do you prefer—to provide for this obligation out of present income, or oblige your dependents to pay it out of their meagre capital?

Send for "Preserving Your Estate" to

**SUN LIFE ASSURANCE  
COMPANY OF CANADA**

HEAD OFFICE MONTREAL

## NORTHWESTERN MUTUAL FIRE ASSOCIATION

SEATTLE, WASHINGTON

HEAD OFFICE FOR CANADA, HAMILTON, ONTARIO.

Writing Fire Insurance at Cost

Assets \$4,026,244.79

ALL POLICIES DIVIDEND PAYING AND NON-ASSESSABLE

BRANCH OFFICES:

Toronto, Ottawa, Vancouver, Victoria, Edmonton, Saskatoon, Winnipeg, Montreal, St. John, Halifax and Charlottetown.

**LYMAN ROOT** President & Managing Director  
**ROBERT LYNCH STAILING** Vice-President & Asst. Managing Director  
**F. E. HEYES** Secretary

## IMPERIAL INSURANCE OFFICE

FORMERLY — IMPERIAL UNDERWRITERS CORPORATION OF CANADA

HEAD OFFICE — TORONTO

**FIRE AND CASUALTY**

## Central Manufacturers' Mutual Insurance Company

Established 1876

Cash Assets \$8,509,238.51—Cash Surplus \$1,704,513.42

DIVIDENDS 30%

On select Fire and Automobile risks.

Write to

CANADIAN HEAD OFFICE—TORONTO

VANCE C. SMITH, Chief Agent.



**CCIDENTAL  
FIRE INSURANCE CO.**  
GUARANTEED BY  
NORTH BRITISH & MERCANTILE INSURANCE  
CO., LIMITED.

**Fire, Automobile, Personal Accident, and  
Sickness, Burglary, Plate Glass and  
All Forms Liability**

**MONTREAL**  
460 St. Francois Xavier St.  
**WINNIPEG**  
Paris Building.

**TORONTO**  
26 Wellington St. East.  
**VANCOUVER**  
626 Pender St. West.

Guaranteed by Eagle, Star, and British Dominions Insurance Co., Limited of London, England



**THE BRITISH CROWN ASSURANCE  
CORPORATION LIMITED**  
OF GLASGOW, SCOTLAND

**FIRE**

**AUTOMOBILE**

Head Office for Canada, Toronto

**J. H. RIDDEL**, Manager.  
**LYON & HARVEY**, 15 Wellington St. E., Toronto, General Agents

**E. C. G. JOHNSON**, Asst. Manager.  
Applications for Agencies in unrepresented districts invited.

## UNIVERSAL INSURANCE COMPANY

**J. H. RIDDEL**  
Manager for  
Canada.

**E. C. G. JOHNSON**  
Asst. Manager.



NEWARK, NEW JERSEY.  
**SAMUEL BIRD**, President.

Head Office for Canada **REFORD BLDG., TORONTO**  
**RELIABLE AGENTS WANTED IN ONTARIO**





## The Ocean Accident & Guarantee Corporation, Limited

Canadian Head Office:  
Federal Building, Richmond & Sheppard Streets, TORONTO  
Accident, Sickness, Liability, Automobile, Plate Glass, Burglary,  
Guarantee Bonds, Fire, Boiler, Electrical Machinery.  
J. A. MINGAY, Manager for Canada  
Applications for Agencies Invited

## THE Employers' Liability Assurance Corporation, Limited

Offices: Toronto—Montreal  
Automobile, Accident, Sickness, Liability, Guarantee Bonds,  
Plate Glass, Burglary, Boiler and Fire.  
C. W. I. WOODLAND, General Manager  
For Canada and Newfoundland  
APPLICATIONS FOR AGENCIES INVITED  
Branches: Winnipeg Calgary Vancouver London Ottawa



## The Casualty Company of Canada

HEAD OFFICE TORONTO  
Automobile, Plate Glass, Burglary, Fire, Guarantee,  
Accident and Sickness Insurance  
We invite agency correspondence.  
COL. A. E. GOODERHAM, President. A. W. EASTMURE, Managing Director.

## A Strong Combination

Good agents throughout the Dominion are looking for connections with strong and favorably-known Insurance Companies. High Class representatives will find taking on our Company makes "a strong combination."

Applications for Agencies Solicited.

## The DOMINION of CANADA GUARANTEE & ACCIDENT INSURANCE CO.

HEAD OFFICE—TORONTO

COL. A. E. GOODERHAM, President. C. A. WITHERS, Vice-Pres. & Man. Director. H. W. FALCONER, Asst. Man. Director.  
BRANCHES: Montreal, St. John, Halifax, Ottawa, London, Winnipeg, Calgary, Vancouver, London, England; Kingston, Jamaica.

## ROSSIA OF COPENHAGEN DENMARK

J. H. RIDDEL, Manager. Head Office for Canada TORONTO. E. C. G. JOHNSON, Asst. Manager.  
REED, SHAW & McNAUGHT,  
64 WELLINGTON ST. WEST  
ONTARIO PROVINCIAL AGENTS



## British Traders' Insurance Company Limited

FIRE MARINE  
AUTOMOBILE HAIL

Canadian Head Office: TORONTO, Colin E. Sword, Manager for Canada.



## THE EMPLOYER STANDS THE LOSS

When a trusted employee—who is not bonded—turns embezzler it sometimes means bankruptcy for the employer. Why take this risk? Bond your employees. Write for rates.

## FIDELITY INSURANCE COMPANY OF CANADA

A. E. KIRKPATRICK—President  
36 TORONTO STREET TORONTO

ASSOCIATED ALL-CANADIAN INSURANCE COMPANIES

## The Toronto Casualty Fire & Marine Insurance Company

HEAD OFFICE: TORONTO

President: G. LARRATT SMITH. General Manager: A. E. DAWSON.

## Merchants' and Employers' Guarantee and Accident Company

HEAD OFFICE: MONTREAL

President: J. C. H. DUSSAULT. Managing Director: A. E. DAWSON.

## Canadian General Insurance Company

HEAD OFFICE: TORONTO

President: W. W. EVANS. General Manager: A. E. DAWSON.



## CONCERNING INSURANCE



HON. NARCISSE PERDEAU  
Lieutenant Governor of the Province of Quebec, who has joined the Board of Directors of the Trans-Canada Insurance Company.

as in that event payment of valid claims can be readily enforced in the local courts if necessary. While the rates quoted by unlicensed companies may seem low, insurance that is not readily collectible in case of a claim is not cheap no matter how low the price charged may be.

Editor, Concerning Insurance:

As a reader of your valuable paper I would ask you to be so kind as to give me information about National Protective Insurance Association, Scuttr Building, 9th and Grand Ave., Kansas City, Missouri. Are they a strong and reliable company?

—J. W., Antigonish, N.S.

National Protective Insurance Association of Kansas City, Mo., is not licensed to do business in Canada and has no Government deposit here for the protection of Canadian policyholders. I advise against insuring with this concern, as in case you had a claim to collect you could not enforce payment in Canada but would have to go to Missouri to try and get your money. And before you could bring action there you would have to establish your right to sue in that jurisdiction and in all probability would also have to put security up for the costs of the action. This puts a policyholder practically at the mercy of the unlicensed company in case of a claim. Besides, the policy this concern is trying to sell in Canada is really an assessment contract and you have no guarantee that the cost will be only a cent a day for benefits of \$100 a month, as stated in its circulars and advertisements. It pays to buy your insurance from licensed companies, so that you will be able to collect what is coming to you in case you have a claim. Insurance that is not readily collectible, is dear at any price.

Editor, Concerning Insurance:

In a recent issue of SATURDAY NIGHT I noticed an inquiry which was prompted by the failure of the Dominion Gresham. In replying you stated that the tariff companies as a class enjoy a better standing than non-branch companies, but you intimated that there were individual non-tariff companies that were as reliable as tariff companies.

My business for several years has been placed with the Massie & Renwick companies and your assurance that my policies in their companies are sound will set me at ease.

—G. C., Toronto, Ont.

Companies for which Massie & Renwick, Limited, are the managers here are the Northwestern National Insurance Co., the National-Ben-Franklin Fire Insurance Co., the Firemen's Insurance Co., of Newark, the Girard Fire and Marine Insurance Co., the Dominion Fire Insurance Co., and the Ensign Insurance Co., the two latter being Canadian companies, and the others United States companies. All these companies are regularly licensed to do business here and maintain assets in excess of their liabilities. They are accordingly safe to insure with.

Editor, Concerning Insurance:

Will you please give me your opinion of the standing of the Canadian National Fire Insurance Company of Winnipeg? I hold a number of mortgages protected by their policies and am anxious to have some information about them.

—W. J., Windsor, Ont.

Canadian National Fire Insurance Co. has been carrying on business under Dominion license since 1921. At the end of 1927 its total assets were \$2,077,309.00, while its total liabilities except capital were \$892,024.43, showing a surplus as regards policyholders of \$1,185,284.57. The paid up capital was \$1,994,012.87. Policyholders are accordingly amply protected. The company is now under a new administration, and there is no reason for any misgiving as to the safety of insurance placed with it.

Editor, Concerning Insurance:  
In your issue of June 2nd, you state: "Canadian companies are limited by law in regard to investment in the stock of other insurance companies. Up to the last year they had no power to invest in the stock of other insurance companies, but they can now invest in the stocks of other Canadian insurance companies up to an amount not exceeding altogether 15 per cent. of their assets."

Please let me know if this would apply to an American company licensed in Canada investing in another American company licensed in Canada to the extent of 15 per cent. of the first company's Canadian assets.

—E. T., Hamilton, Ont.

While this section would not apply directly to an American company licensed in Canada, there are other sections which prescribe the class of securities acceptable as assets in Canada of British and foreign companies licensed to do business in this country, and stock of other insurance companies do not come within this class. While the insurance law of Canada could hardly undertake to prescribe the class of securities which a foreign company may invest in, it can prescribe the class of securities acceptable as assets in Canada to cover liabilities in Canada of any outside company seeking to do business here.

Editor, Concerning Insurance:

Will you please give a report of the EQUITABLE MUTUAL FIRE INSURANCE COMPANY, in your next issue, and greatly oblige.

—M. T., Granby, Que.

Equitable Mutual Fire Insurance Co., with head office at Montreal, operates under a Quebec charter, and has been in business since 1901. It does business on both the cash system and the mutual system. Latest Government figures available show its position at December 31st, 1926, when its total assets, exclusive of unassessed deposit notes, were \$463,403.69, and its total liabilities, \$679.67, made up of: unearned premiums on unexpired risks on cash system, \$3,132.77; unadjusted losses on mutual system, \$3,546.90.

The surplus shown of assets over liabilities was \$456,724.02, without taking into account the unassessed deposit notes amounting to \$436,870.37. The authorized capital is shown as \$200,000, with \$200,000 subscribed and \$20,000 paid up.

The financial position shown by the Equitable Mutual is a strong one, and the company is accordingly safe to insure with for the class of business transacted.

## NOTICE TO READERS

Saturday Night's Insurance advice service is for the use of paid-in-advance mail subscribers only. Saturday Night regrets that it cannot answer inquiries from non-subscribers.

Each inquiry must positively be accompanied by the address label attached to the front page of each copy of Saturday Night sent to a regular subscriber, and by a stamped, self-addressed envelope. Each letter of inquiry should refer to one subject only. If information on more than one subject is desired, the sum of fifty cents must be sent with the letter for each additional question. Inquiries which do not fulfil the above conditions will not be answered.

## THE FIRE INSURANCE COMPANY OF CANADA

Head Office - 465 St. John St., Montreal

Capital Subscribed ..... \$ 500,000.00  
Capital Paid Up ..... \$ 250,000.00  
Total funds for security of policy holders \$1,223,118.94

HON. SENATOR R. DANDURAND, President.  
J. A. BLONDEAU, Vice-President and Manager.  
F. E. LEYLAND, Assistant Manager.

Toronto Branch Office, 312 Metropolitan Bldg. GROVER LEYLAND, Local Manager.

One of the few responsible Canadian controlled Companies that is really independent. Submit us a risk that warrants preferential consideration and we think our office will interest you.

## NEW YORK UNDERWRITERS INSURANCE COMPANY

CAPITAL—FULLY PAID \$2,000,000 ASSETS, \$5,000,000  
A. & J. H. STODDART, General Agents

100 WILLIAM STREET NEW YORK CITY  
RISKS BOUND EVERYWHERE IN UNITED STATES AND CANADA  
H. A. JOSELIN, SUPERINTENDENT FOR CANADA—TORONTO

PROVINCIAL AGENTS

MURPHY, LOVE, HAMILTON, and BASCOM, TORONTO

MURPHY, LOVE, HAMILTON and BASCOM

R. Y. HUNTER, Resident Partner, MONTREAL

OSLER, HAMMOND and NANTON, Ltd., WINNIPEG

ALFRED J. BELL & CO., Ltd., HALIFAX, N. S.

WHITE & CALKIN, ST. JOHN, N. B.

## THE General Accident Assurance Co. of Canada

Insurance that Really Insures

Automobile, Burglary, Plate Glass, Boiler, Electrical Machinery, Guarantee, Accident, Sickness, Liability, (all lines), Fire, Hail, Explosion and Sprinkler Leakage

Thos. H. Hall, Managing Director. W. A. Barrington, Manager.

## PRUDENTIAL

Assurance Company Limited, of London, England  
LICENSED FOR FIRE INSURANCE IN CANADA  
ASSETS EXCEED \$900,000,000.

Largest Composite Office in the World. Applications for Agencies Invited.  
Head Office for Canada: 10 St. John St., MONTREAL  
Kenneth Thom, Manager for Canada.  
Western Department: Huron & Erie Bldg., WINNIPEG  
R. S. Hickson, Superintendent of Agencies.  
Toronto Agents: Messrs. Parkes, McVittie & Shaw, Confederation Life Bldg.

## The Protective Association of Canada

Established 1907

Assets \$289,157.00, surplus to policyholders over \$150,000.00

The Only Purely Canadian Company  
Issuing Sickness and Accident Insurance to Members of the Masonic Fraternity Exclusively.

Agents in all Principal Cities and Towns in Canada.

E. E. GLEASON, Pres. & Gen. Mgr. Head Office Granby, Que. J. G. FULLER, Secy., Asst. Mgr.

SIDNEY H. PIPE, Fellow, Actuarial Society of America. Associate, American Institute of Actuaries. Associate, British Institute of Actuaries.

MAJOR E. P. S. ALLEN, D.S.O. Associate, Actuarial Society of America.

## PIPE & ALLEN

CANADA'S FIRST FIRM OF CONSULTING ACTUARIES & STATISTICIANS.

1711-1712 METROPOLITAN BLDG.—TORONTO.  
Our offices are equipped with Hollerith Sorting and Tabulating Machines. Statistical records installed and maintained. Pension Funds organized and valued.

## SHAW & BEGG, LIMITED

ESTABLISHED 1885

Managers for the following substantial Non-Board Fire and Automobile Insurance Companies:—

MERCHANTS FIRE ASSURANCE CORP. OF NEW YORK  
Established 1910 Assets, \$12,074,801.00

WELLINGTON FIRE INSURANCE COMPANY OF TORONTO  
Established 1840 Assets, \$403,556.71

PACIFIC FIRE INSURANCE COMPANY OF NEW YORK  
Established 1851 Assets, \$5,347,895.00

FEDERAL FIRE INSURANCE COMPANY OF CANADA  
Established 1923 Assets, \$679,754.00

MILLERS NATIONAL INSURANCE COMPANY OF CHICAGO  
Established 1865 Assets, \$5,154,477.33

LUMBERMEN'S INSURANCE CO. OF PHILADELPHIA  
Established 1873 Assets, \$4,809,813.00

STUYVESANT FIRE INSURANCE CO. OF NEW YORK  
Established 1850 Assets, \$4,455,307.00

STANSTEAD AND SHERBROOKE FIRE INSURANCE CO. OF SHERBROOKE, QUE.  
Established 1835 Assets, \$660,458.00

BALOISE FIRE INSURANCE COMPANY OF SWITZERLAND  
Established 1863 Assets, \$3,962,827.00

AMERICAN AUTOMOBILE INSURANCE CO. OF ST. LOUIS  
Established 1911 Assets, \$10,275,231.63

Applications for agencies solicited and brokerage lines invited from agents requiring non-board facilities.

78-88 King Street East, Toronto.

## F. J. Crawford & Co.

MEMBERS STANDARD STOCK & MINING EXCHANGE

Mining Stock Specialists

11 Jordan Street Adelaide 9461 Toronto



Where you can discuss your Will and Estate problems with assurance of experienced guidance and in absolute confidence.

Conferences Invited

**CANADA PERMANENT TRUST CO.**  
Paid-up Capital One Million Dollars  
TORONTO STREET, TORONTO  
MANAGER, ONTARIO BRANCH . . . A. E. HESSIN

**FIRST MORTGAGE BONDS**  
(Real Estate and Industrial)

We have a number of select offerings, attractive both from the standpoint of yield and security. Write or telephone for our list.

**STEWART, SCULLY CO.**  
LIMITED  
Bonds  
10th Floor TORONTO Royal Bank Bldg.  
Elgin 8333-4

**LOCATE IN WINNIPEG**

By confining our activities to downtown business property we gain a knowledge that enables us to intelligently and expertly serve those looking for a business location in Winnipeg.

**ARONOVITCH & LEIPSIG**  
LIMITED  
Portage and Main  
Winnipeg, Can.

**C.I. COULTER & CO.**  
MEMBERS STANDARD STOCK & MINING EXCHANGE

OUR INCREASING BUSINESS HAS BEEN WON BY OUR POLICY OF SERVICE WHICH DOES NOT PERMIT US TO UNDULY FAVOR ANY PARTICULAR STOCK. WE ARE EQUIPPED, HOWEVER, TO ANSWER ALL ENQUIRIES AND TO EXECUTE ORDERS WITH INTELLIGENT CARE AND THE FULLEST CONSIDERATION FOR THE INTERESTS OF OUR CLIENTS

120-2 RICHMOND BLDG.,  
COR. ADELAIDE & BAY STS.  
PHONE: AD. 9465-6-7-8-9

**Building at Reasonable Cost**

We specialize in the erection of large buildings—office, hotel, store, apartment, etc.

The wonderful reputation this firm has acquired as engineers and builders was earned by many years of service.

Let us work on your building problem.

**J. W. BUTLER COMPANY**  
LIMITED  
ENGINEERS & BUILDERS  
1001 BAY ST.  
TORONTO 2 CANADA

**Western Homes Ltd.**  
Mortgage Investments

Capital Subscribed \$2,917,000.00  
Capital Paid Up 1,101,178.75

As at Dec. 31st, 1927

The Company's invested capital of over \$1,500,000.00 is secured by carefully selected mortgages on moderately priced city homes and well improved farms conservatively appraised at over \$2,500,000.00.

**The International Nickel Company**  
(Incorporated)

A quarterly distribution of \$0.75 on the Common Stock has been declared this day, payable September 29th, 1928, to Common Stockholders of record at the close of business September 10th, 1928.

JAMES L. ASHLEY, Secretary & Treasurer.  
August 17th, 1928, New York, N.Y.

**Government, Provincial Municipal and Corporation Securities**

INDUSTRIAL FINANCING

Members  
Toronto Stock Exchange

**R. A. DALY & Co.**  
LIMITED  
BANK OF TORONTO BUILDING  
TORONTO

**UNITED BOND CO., LTD.**  
302 Bay Street, TORONTO  
Security Building, WINDSOR

**A Prolonged Service**

Ours is not a Company organized only to sell bonds—our service does not begin nor does it end with the sale to an investor.

Before that, we have investigated and supervised every detail of the issuance of the bonds—inspected property, searched titles, and embodied in the trust mortgage every known legal safeguard.

Following it—the sale—we continue to supervise maintenance of the property, insurance, and collection of moneys from the revenues to meet payments to the bondholder, until the longest term bond has matured and been paid.

Will you ask us, without obligation, for details of issues being offered now?

Without placing me under any obligation whatever, send me copy of your booklet, "Through the Doorway of Honesty."

Address .....

**Dominion Oil Company Limited**  
DIVIDEND NO. 1

Notice is hereby given that a dividend of 25 cents (25c) per share has been declared on the class "A" No Par Value Common Stock of the Company, for the quarter ending August 31st, 1928, payable September 1st, 1928, to Shareholders of record at the close of business on August 15th, 1928.

By order of the Board,  
W. E. C. RICHARDS,  
Secretary-Treasurer.  
Toronto, August 12th, 1928.

## National Steel Car Annual Report Shows Operating Profits Almost Doubled Within Year

During the year ended June 30th last, the National Steel Car Corporation, Limited, made an operating profit of \$534,849 after charging full maintenance expenses to operations, as compared with an operating profit of \$288,765 for the fiscal period ending June 30th, 1927. Thus the annual report shows the operating profits of the corporation to have almost doubled within a year.

The volume of business produced during the year was approximately 27 per cent. in excess of last year's production, about 10 per cent. of this was accounted for by increased equipment orders, which included not only standard equipment for the railroads, but also street cars rolling stock of special design. The balance of the increased production of approximately 17 per cent. was derived from the manufacture of materials other than rolling stock.

Due to the profits realized and the more prompt delivery of the railroad orders received early in 1928, it has been possible to liquidate all bank loans at an earlier date than last year, so in place of total bank bills payable as of June 30, 1927, of \$916,169, at the close of the fiscal year under review all bank loans were paid off and in their place the statement shows cash or the equivalent to the extent of \$658,221.

There is shown a substantial reduction from last year in the current assets from \$2,732,086 to \$1,548,764. The reduction in the current liabilities is even greater, having been reduced from \$1,715,681 to \$468,806.

The net working capital shows an improvement, having increased from \$1,016,405 to \$1,079,958. This, after expending \$73,467 in improvements and new equipment and also after redeeming in August, 1927, bonds to the extent of \$350,000, thereby reducing the total outstanding issue from \$1,210,000 as shown in the balance sheet of June 30, 1927, to \$860,000 as shown in the accompanying balance sheet.

## Earnings Record Canada Bread Shows Good Progress Despite Strong Competition

The Canada Bread Company, Ltd., during its fiscal year ended June 30th, 1928, again established a new record, both from the standpoint of the volume of business done and in net results. Mark Bredin, the president, points out that this was accomplished in the face of the keenest competition that the baking trade in this country has ever experienced, both as regards bread and cakes.

The earnings in manufacturing profits, standing at \$917,957, showed an increase of more than \$115,000 when compared with 1927. Interest earnings at \$35,031 provided an increase for the year of \$4,478. An additional item of \$8,574, profit from the sale of investments, brought the total net earnings to \$961,563, as compared with the total of \$838,355 for the previous year, an increase of \$128,207.

On the asset side of the balance sheet cash on hand and in banks stood at \$343,938, an increase of \$27,417. Accounts receivable were increased by \$61,978 to \$248,499. The amount held in ingredients and supplies was \$186,802, a decrease of \$18,001. Investments now total \$268,723, a decrease of \$232,684. Land, building, equipment, goodwill, etc., is estimated at \$7,444,293, an increase of \$601,053.

Amongst the liabilities, accounts payable are set forth at \$291,958, an increase of \$17,846. The reserve for depreciation stands at \$1,399,449, an increase of \$180,452. Contingent reserve is unchanged at \$100,000. The surplus now aggregates \$1,796,636, an increase during the year of \$295,645.

During the twelve months Canada Bread purchased the Butternut Bread Company, of the Border Cities, and the Whitaker Baking Company, of Brantford, thus entering two new cities in which the company is looking forward to a rapid extension of business. These purchases naturally reduced the working capital, which still, however, remains in a very strong position at \$664,400.

## BEAUTIFUL LAKE OF BAYS APPEALS TO SUMMER VACATIONISTS

Intriguing bays and deep forests form an attractive setting for the varied resorts scattered around the Lake of Bays.

This popular holiday district of the Highlands of Ontario is reached only by the Canadian National Railways. Smart, comfortable trains connect directly at Huntsville with the Huntsville and Lake of Bays Navigation Co. boats, enabling passengers to reach quickly any point desired in the Lake of Bays region.

Any Canadian National Railways Agent will be glad to give you full information and literature about this vacation centre.

## Massey Harris Sells Trade Name "Case"

EARLY this year, Massey-Harris purchased control of J. I. Case Plow Works, which latter was producer of the famous "Wallis" tractor. With the acquisition, Massey-Harris secured the right to use the name "Case." Later negotiations were entered into with the J. I. Case Threshing Machine Company, whereby the latter would purchase the exclusive rights to the particular trade name. This deal now is reported to have been consummated and the plow works transferred to a new subsidiary known as Massey-Harris Company, which operates in the United States. Massey-Harris Company, Limited, retains its control of the plow company's entire business, patents and other rights. In acquiring this company, Massey-Harris paid \$1,262,000, plus a guarantee as to principal and interest of first mortgage bonds amounting to more than \$1,000,000.

**Hamilton Dairies LIMITED**  
Preferred Stock Dividend No. 7

Notice is hereby given that a dividend for the current quarter at the rate of seven per cent. (7%) per annum will be paid by cheque on or after September 1st, 1928, to preferred shareholders of record at the close of business on the 20th day of August, 1928.

HAMILTON DAIRIES, LTD.

ALFRED WRIGHT, President

**MERCHANTS FIRE INSURANCE CO.**

HEAD OFFICE, TORONTO  
C. M. HORSWELL, MANAGER

## LETHBRIDGE BREWERIES LIMITED

To the Holders of the 7% First Mortgage, Ten year Sinking Fund Debentures of the above named Company, secured by Trust Deed by way of Mortgage dated the 1st day of April, A.D. 1927, in favor of The Canada Trust Company, Trustees.

NOTICE is hereby given that on the 1st day of October, A.D. 1928, the said company, Lethbridge Breweries Limited, will redeem all of its said 7% First Mortgage, Ten year Sinking Fund Debentures which may then be outstanding (the said Debentures numbering from 1 to 800 inclusive) by payment of the principal of each said debenture together with a premium of 5% thereon (or a total of 105% of the par value of said Debentures) and accrued interest on the said principal to the said 1st day of October, A.D. 1928, at any of the places where the principal of the said Debentures is by the terms thereof made payable, namely the principal offices of the Bank of Montreal in the Cities of Montreal, Province of Quebec; Victoria, Province of British Columbia; and Calgary, Edmonton and Lethbridge, in the Province of Alberta, pursuant to the powers contained in the said Trust Deed.

AND NOTICE is also given that the said Trust Deed provides that interest upon the said Debentures will cease after the date so specified, namely the 1st day of October, A.D. 1928, excepting in the event of the company failing to make payment upon presentation of such Debentures with the unpaid coupons thereon.

DATED at the City of Lethbridge, in the Province of Alberta, this 10th day of August, A.D. 1928.

LETHBRIDGE BREWERIES LIMITED.  
J. G. WALFORD, Secretary.

## SCHICK Repeating RAZOR

SAVE ... the minutes that count the most ...

With the Schick when you're lathered you shave. If you wish a new blade—1 second, and it's in place. After shaving—2 seconds under the faucet and your razor is clean, ready for putting away. No time is lost in taking apart, washing and drying, and putting together again. A Schick has 20 superkeen new blades in the handle. To insert a new blade, just a pull and a push of the plunger. That's all. Get a Schick and spend less time shaving and more time at the breakfast table with your family.

Distributed in Canada by  
**T.S. Simms and Co. Limited**  
Makers of SIMMS Brushes  
SAINT JOHN, N.B.

TORONTO 45 Colborne Street  
VANCOUVER A. Marshall & Co. 500 Beatty Street  
MONTREAL 626 Notre Dame St. West  
WINNIPEG 119 Princess Street

A New Map of the Manitoba and Patricia (Ontario) Mining Areas is now ready for distribution

OWING to the tremendous activity and wide spread interest manifest in the Manitoba and Patricia, Ontario, mining districts, we have prepared a comprehensive map covering these areas. It also shows the new Favorable Lake gold area.

The location of the prominent properties now under development are indicated.

This map, 32 by 22, is divided into five sections and a key map, showing the comparative locations of these areas with proximity to railroads and power lines.

A request on the coupon below will assure a copy reaching you, without obligation.

**Arthur E. Moysey & Co.**  
Founded 1904 Elgin 5171 Limited  
Moysey Building, 242 Bay Street, Toronto  
Direct Private Wires to All Offices

Please send me a copy of the New Manitoba and Patricia, Ont., Mining District Map.

NAME .....

ADDRESS .....

## A Steadily Expanding Financial Institution

THE ONTARIO EQUITABLE increases its Capital Stock, giving shareholders right to subscribe for one additional share for each four shares held

THE remarkable progress of the Ontario Equitable Life during the past eight years and its growth into a financial institution of very considerable force, are shown by a glance at its present standing compared with that of its first year.

Year	Insurance in Force	Assets	Policy Reserves
1920	\$ 1,053,300	\$ 174,985	\$ 20,278
1923	24,840,903	1,431,605	1,049,703
Estimated July, 1928	39,000,000	4,500,000	3,500,000

During the same period, the Company has increased its Agency Organization from 5 to 30 District Offices in strategic centres covering Canada from coast to coast and in Newfoundland.

An objective of 50 Millions Insurance in Force has been set for December 31, 1929. The Company's program calls for a continuation of the aggressive policies which have brought it to its present success, and for an extension of its business and the addition of further Agencies as rapidly as capable men can be secured to fill the openings.

To facilitate the carrying out of this program the Company is adding to its Capital and Surplus, by allowing the Shareholders of record on August 15th, 1928, to subscribe for one share of new stock for each four held at the price of \$112.50 per share, the

sum of \$22.50 to be paid on each share (\$10 being the payment upon the par value of the stock, and the remaining \$12.50 as premium).

The right to subscribe expires on September 15th. Shareholders will be mailed subscription warrants about August 15th, by Chartered Trust and Executor Company, Toronto, our Transfer Agent and Registrar. The Ontario Equitable will neither buy, sell, nor adjust "rights," but the Manager of the Company will endeavour to arrange the sale or purchase of fractional warrants for those who so desire.

The Company has 1,500 Shareholders in all parts of Canada and Newfoundland, whose interest in its plans is indicated by the fact that 75% of the outstanding shares were represented at the special general meeting to decide increasing its capital structure.

**THE ONTARIO EQUITABLE**  
LIFE AND ACCIDENT INSURANCE COMPANY  
S. C. TWEED, President  
HEAD OFFICE WATERLOO, ONTARIO



## Harley, Milner & Co.

(Members Toronto Stock Exchange)

### INVESTMENT SECURITIES

Private wire connections to principal financial centres

350 BAY STREET, TORONTO  
Telephone Adelaide 9071

HAMILTON  
26-28 MAIN STREET E.  
Telephone: Regent 9660

WINDSOR  
SECURITY BUILDING  
Telephone: Seneca 4942

LONDON  
PEOPLES LOAN BUILDING  
Telephone: Metcalf 682

ST. CATHARINES  
72 ST. PAUL STREET  
Telephone: 4060

F14



**The JAP CIGAR**

**Full Havana Filler**

**10¢ at all Stores**

**Canada's smoothest smoke**

**John Mc Nee & Sons**  
London and Toronto

Recognized as the Finest type of Tobacco grown.

## Seek \$25,000,000 Capital

Shareholders of Consumers Gas Co. Asked to Authorize Increase of \$13,000,000—Additions to Plant Projected

AT a special general meeting on September 5th, shareholders of the Consumers' Gas Company, of Toronto will consider an increase in the capital stock of the company from \$12,000,000 to \$25,000,000 by the issue of capital stock of the par value of \$13,000,000, divided into 130,000 shares of \$100 each. The shareholders will also be asked to permit the directors, from time to time, to sell or allot the whole or any part of the unsubscribed or unissued shares of the capital stock and any increase thereof in accordance with the company's supplementary letters patent.

An increase of \$10,000 per year for the president, vice-president and directors of the company is also forecast in the notice calling the meeting. This amount is to be apportioned among them as the directors may determine.

The directors are also asking the approval of the shareholders in order that they may include amongst the company's operating expenses all contributions, payments and subscriptions made out of its revenues for the purposes mentioned in certain sections of the Companies Act.

The new stock, if authorized, will be issued as required for the company's expansion program. Two new gas holders may be erected and some new mains laid. Every share of stock previously issued has been sold. An extensive research program is contemplated, it is learned.

The annual report of the company for 1927 shows 155,730 meters con-

nected, a net gain of 3,946 for the year. The gross earnings were \$7,093,752; operating expenses, \$5,276,567; net earnings, \$1,817,184, to which is added special surplus account, \$232,515, making a total of \$2,049,699. From this is deducted interest, dividends, and plant and buildings renewal fund, \$1,960,537, leaving a balance of \$89,162 to the credit of special surplus account.

The balance sheet shows:

Capital stock	\$12,000,000.00
Reserve Fund—	
Authorized under Act of 1887	1,000,000.00
Premiums on capital stock	5,496,062.95
	\$6,496,062.95

The assets comprise real estate, plant and equipment, amounting to \$17,568,111.72; other investments, \$1,636,237.73; materials and supplies, \$867,786.34; accounts receivable, \$538,739.95.

The Consumers' Gas Company is guaranteed 10 per cent. interest on the capital invested which, of course, must be provided by the gas users of Toronto and district. When the total amount of the new stock to be authorized is issued, the annual interest payments will be increased by \$1,300,000.

The directors are: A. W. Austin, President; Dr. F. LeM. Grassett, Vice-President; A. H. Campbell, L. Goldman, Colonel J. F. Michie, W. Mulock, K.C.; F. G. Osler, T. H. Wood and A. R. Auld.

## Bank Increases Capital

Issue of 10,000 New Shares at \$200 on Basis of One For Five Announced by Bank of Toronto—Total Assets Up 73% in Ten Years

DIRECTORS of the Bank of Toronto have announced an increase in the capital stock through the issue of 10,000 new shares at \$200. In the opinion of the directors, the increase in total assets during the past ten years fully warrants the greater capitalization. On completion of payment of the new issue, the paid-up capital of the bank will stand at \$6,000,000 and rest account \$8,000,000, an increase of \$1,000,000 in each instance.

H. B. Henwood, general manager of the Bank of Toronto, in a letter

to the shareholders advising them of the increase in capitalization, says:

"We have pleasure in advising you that the directors have passed a resolution providing for an increase in our capital stock, through the issue of 10,000 new shares at \$200 a share, in the proportion of one new share to five old, to shareholders of record at the close of business on August 15, 1928. An advice of the number of shares of new stock allotted to holders of five shares or more, together with form of acceptance, will be mailed in about ten days.

"The Bank Act does not permit the issue of fractional shares, and allotment cannot therefore be made in respect of odd shares below or above a number divisible by five. That portion of the 10,000 new shares to be issued which cannot be allotted by reason of this condition will be offered to the public for subscription at such time and on such terms as the directors may prescribe, and the proceeds realized in excess of \$200 a share will be distributed ratably to the holders of such odd shares.

"In connection with this issue, we call your attention to the increase in our total assets during the past ten years, which exceeds 73 per cent. In the opinion of your directors, this substantial gain fully warrants the increase in capital now authorized.

"Bank of Toronto shares have a book value, as shown by our last annual statement, of \$252 a share. The present market value is about \$300 a share.

"On completion of payment of the new issue, our paid-up capital will stand at \$6,000,000, and rest account \$8,000,000."

Financial Editor, "Saturday Night": This is the first question I have asked you in thirty-five years—that is the length of time I have been a constant subscriber to "Saturday Night", and I have had good value for my money all these years.

R.O.L., Simcoe, Ont.

### JASPER PARK LODGE, IN THE HEART OF THE ROCKIES

It's not very often that you find the gay whirl of society life pictured in a setting of rugged forest-covered, snow-capped mountains far away from city streets. Jasper National Park, however, proves the exception. Here in the midst of towering Rocky Mountains, society sports itself from the ultra-modern Jasper Park Lodge, where the guests enjoy all the luxury and comfort of a great city hotel.

Golf, swimming, motor trips, trail riding and mountain hiking are a few of the enjoyable events with which to round out each day's pleasure. Music and dancing lend a fascination to the night that exceeds the imagination.

For an enjoyable holiday take the fast through "Confederation" for Jasper National Park.

Any Canadian National Railways Agent will gladly give you full information and literature on Jasper National Park and Jasper Park Lodge.

## For safety in Exercise wear a PAL



**Pal**  
ATHLETIC SUPPORTER

You men who sit in swivel chairs five days a week . . . And then play golf or tennis on Saturday . . . Can you afford to take bodily chances which a trained athlete will not take?

At all colleges, no boy dares to step into the "gym," even for a light "workout," without the protection of an athletic supporter . . . In exercise of any kind, indoor or outdoor, wear a PAL and play safe . . . Wear a PAL . . . and safeguard delicate cords and membranes from serious injury . . . PAL is the safest and most comfortable of all supporters—so recognized by leading coaches, trainers and physicians . . . It is light, cool, porous. Washable. Flexible. And gives firm support under the stress and strain of any game. At all drug stores . . . one dollar and a quarter.

A PRODUCT OF  
**Bauer & Black Ltd.**  
TORONTO . . . ONTARIO  
Also makers of the famous O-P-C  
The suspensory for daily wear

## Loblaw Groceries Co. Limited

BALANCE SHEET  
May 31st, 1928

ASSETS.	
CURRENT ASSETS:	
Cash on hand and in banks	\$ 251,382.00
Sundry Accounts Receivable	14,052.73
Merchandise Inventory	1,482,297.18
Advances on Merchandise Purchased	32,439.41
	\$1,780,171.32
INVESTMENTS:	
2,541 shares Prior Preference Stock Loblaw Groceries, Inc.	260,000.00
28,600 shares Common Stock, Loblaw Groceries, Inc.	1.00
Life Insurance	21,747.04
Mortgage Receivable	3,500.00
	285,248.04
Deferred Charges to Operations	64,239.35
CAPITAL ASSETS:	
Real Estate, Buildings, Improvements, Furniture and Fixtures, and Autos and Trucks	2,783,925.47
Less Depreciation Reserve	399,941.21
	2,383,984.26
Goodwill	360,000.00
	\$4,873,642.97
LIABILITIES.	
CURRENT LIABILITIES:	
Bank Advances and Overdraft	193,105.39
Accts. Payable	678,330.81
	871,436.20
DEFERRED LIABILITIES:	
Income Tax Reserve	64,000.00
CAPITAL AND SURPLUS:	
Capital Stock, Prior Preference, 7% redeemed	547,700.00
Less Redeemed during year	14,400.00
	533,300.00
Capital Stock, Common, 191,650 shares, no par value	2,040,810.00
	2,574,110.00
Surplus	1,364,096.77
	3,938,206.77
	\$4,873,642.97
NOTE: Balance of amount required to be set aside as of the above date for redemption of Prior Preference Stock at market value	\$56,700.78
SURPLUS ACCOUNT.	
(Year ending May 31st, 1928)	
Surplus, May 31st, 1927	902,367.88
Net Profit for year	798,486.99
Dividends, Prior Preference, including June 1st, 1928	37,331.00
Dividends, Common, including June 1st, 1928	217,792.50
Premium Paid on 144 Shares of Prior Preference Stock redeemed	1,080.00
Income Tax Adjustment, 1927	56.49
Income Tax Reserve, 1928 period	64,000.00
Adjustment re. Loblaw Groceries, Limited (Alberta Company)	8,683.11
Re-Organization Expenses	7,306.00
Surplus, May 31st, 1928	1,364,096.77
	\$1,700,854.87

Audited and approved,  
Thorne, Malholland, Howson and McPherson,  
Chartered Accountants.

## D. S. Paterson & Co.

LIMITED  
BROKERS

Canadian Mining Stock Specialists

Our Statistical Department will be glad to furnish information on any listed or unlisted mining stocks.

Home Office

21 Richmond Street West, Toronto

(Next door to the Standard Stock & Mining Exchange)  
Branch  
COR. DUNDAS & YONGE STREETS  
TORONTO  
BRANCHES: NIAGARA FALLS, HAMILTON, ST. CATHARINES, WINNIPEG, WELAND, BRAMPTON

## H. G. STANTON COMPANY

LIMITED  
STOCK BROKERS

ROYAL BANK BUILDING  
TORONTO

HARRY G. STANTON  
Member  
Toronto Stock Exchange  
Telephone: Elgin 3358-9

DIRECTORS  
J. F. M. Stewart H. Hoole  
Frank Stulley J. P. Milnes  
H. D. Scully D. A. Murray  
H. G. Stanton

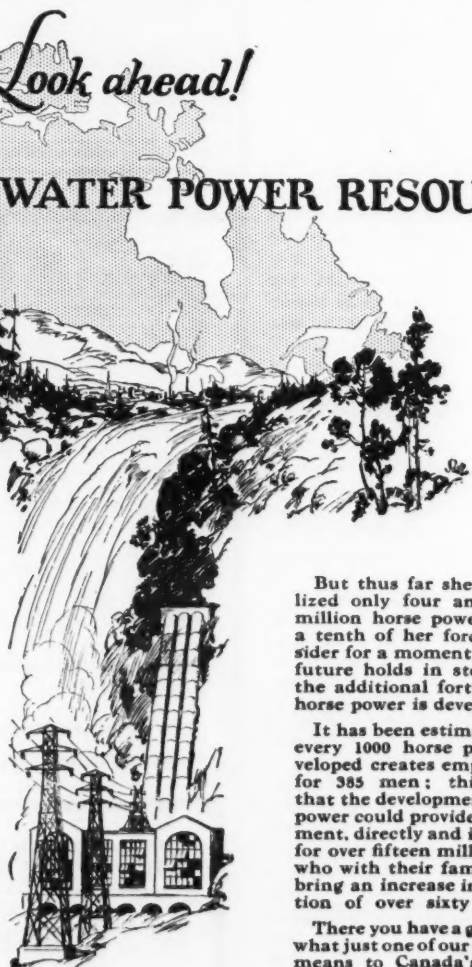
ORDERS EXECUTED ON PRINCIPAL EXCHANGES

## Look ahead!

### CANADA—HER WATER POWER RESOURCES

HYDRO-electric power—one of Canada's greatest assets—has been the magnet that has attracted many of her most important industries. Without it her newspaper supremacy would be impossible and her mineral wealth largely untapped.

To harness her mighty rivers Canada has already expended over a billion dollars. She has constructed a dam larger than any other in the world—twice the capacity of the famous Assouan dam which holds back the waters of the river Nile.



But thus far she has utilized only four and a half million horse power—about a tenth of her force. Consider for a moment what the future holds in store when the additional forty million horse power is developed.

It has been estimated that every 1000 horse power developed creates employment for 385 men; this means that the development of this power could provide employment, directly and indirectly for over fifteen million men, who with their families will bring an increase in population of over sixty million.

There you have a glimpse of what just one of our resources means to Canada's future.

Look Ahead! The opportunities of To-morrow are in the making To-day

We invite your inquiries for investment service

**NESBITT, THOMSON & COMPANY**  
LIMITED

Royal Bank Building, TORONTO, 2

Montreal Quebec Ottawa Hamilton London, Ont.  
Winnipeg Saskatoon Victoria Vancouver

687



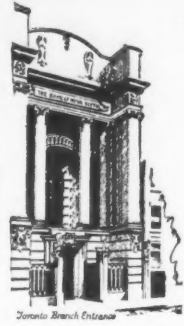
## CREDIT INFORMATION

The Bank of Montreal maintains departments of Domestic and Foreign Credit, and through its old-established and world-wide connections has complete facilities for acquiring information promptly and accurately. If requested by customers, the Bank will place credit data in regard to them on file with its managers in Canada or abroad. In this manner the information is made quickly available to firms dealing with the Bank's clients.



## BANK OF MONTREAL

Established 1817  
Total Assets in excess of \$860,000,000



## When In Doubt About a Business Deal—

First talk it over with your Bank.

This Bank Solicits Business Accounts

## THE BANK OF NOVA SCOTIA

Established 1832  
Capital \$10,000,000 Reserve \$20,000,000  
Total Assets Over \$260,000,000

## Dominion and Provincial Government Bonds

## Municipal Bonds

## Public Utility and Industrial Financing

## Foreign Issues Quoted

## DOMINION SECURITIES CORPORATION LIMITED

MONTREAL OFFICE: 189 St. James Street  
ESTABLISHED 1901  
E. R. WOOD, President  
LONDON, ENG., OFFICE: No. 6 Austin Friars  
Head Office: 26 King Street East  
TORONTO 2

## HOW TO INVEST

Absolute security should be the first consideration in making an investment, especially if the investor's means are limited. A security which will not depreciate in value and which is not affected by the fluctuations of the money market is the most desirable investment for any one who wishes to avoid the pitfalls of speculation and keep what has, perhaps, been acquired at considerable self-sacrifice.

"CANADA PERMANENT" Bonds are a security of this type. Not only thousands of individuals but many large institutions are holders of these Bonds, which are an obligation of Canada's oldest and largest mortgage corporation and a legal investment for Trust Funds.

The Bonds bear interest at the rate of

**4 3/4 %**

per annum, payable half-yearly, and are issued in sums of \$100 and upwards.

If you desire an absolutely safe investment please call or write for full particulars of the Bonds of this Corporation.

## CANADA PERMANENT MORTGAGE CORPORATION

14-18 TORONTO STREET, TORONTO 2.  
Established 1855.

W. R. C. DA COSTA

J. A. McNICOLL

## DA COSTA &amp; CO.

MEMBERS TORONTO STOCK EXCHANGE  
MEMBERS MONTREAL CURB MARKET

Royal Bank Building,  
TORONTO, ONT.

Telephones:  
ELgin 2364-5-1654

SPECIALISTS IN MINING SECURITIES  
LISTED AND UNLISTED

## STOBIE-FORLONG &amp; CO.

STOCKS BONDS GRAIN

Head Office

BAY AND WELLINGTON STS. TORONTO

PRIVATE WIRE SYSTEM CONNECTING BRANCH OFFICES  
AND MONTREAL, WINNIPEG, VANCOUVER, AND NEW YORK

## Canada and the Dawes Plan

(Continued from page 25)

conditions only but of industrial conditions in Canada too, has been the stabilization of Europe by the combined action of her statesmen and financiers within the last four years. Of their policy the Dawes Plan was the first fruit.

THE question now rises: Is this Plan likely to serve in the future with equal effectiveness, or is it a temporary palliative of an unhealthy situation and itself not destined to endure?

It will be remembered that the Dawes Plan began to function on September 1st, 1924, and that its financial year closes on each August 31st. The payment to be made, which was small in the first year, was reckoned on an ascending scale with a view to reaching the maximum (\$600,000,000 annually) in the financial year 1928-9. Thus, at the close of this month, the last of the transitional years comes to an end; and as from September 1st, 1928, the maximum annual payment becomes due.

In the current financial year, the maximum payments have been made on account of railway bonds, industrial debentures and the transport tax, but the contribution of the German budget has been only 500,000 reichmarks (about \$120,000,000) as against a maximum annual budgetary contribution of 1,250,000,000 reichmarks (about \$300,000,000). Misgivings have been expressed as to whether this maximum payment can be met in full, or, if it is met, whether it can be maintained in time to come.

THE crux of the situation is thought to lie not in the taxable capacity of the German people, which has increased very considerably, but in the difficulties connected with the transfer of the payments from Germany to her creditors.

It is well understood now that such transfers must inevitably be financed largely by the purchase of bills of exchange on creditor countries. It is necessary, therefore, that Germany should have a credit balance on international account in each year, amounting approximately to \$600,000,000, the total annual payment due from her under the Dawes Plan.

Up to date her creditor position has permitted this, but it is to be noted that only her heavy borrowings from foreign countries have kept her in a creditor position. Had these loans not been made, she would have been not a creditor but a debtor on international account.

The situation may be summarized as follows:—

It is estimated by the Agent-General for Reparation Payments that between January 1st, 1925, and May 31st, 1928, her foreign borrowings amounted approximately to \$1,285,000,000. During the same period her reparation payments amounted approximately to \$1,130,000,000. In the span of about three and one-half years, it is very evident that she borrowed amounts in excess of her reparation payments by no less than \$155,000,000.

So long as she continues to borrow at this rate, there need be no misgivings as to whether the payments can be continued. If, on the other hand, her borrowing should presently terminate, or even be greatly reduced, a serious situation might arise. Close examination of the loans already made shows that, as a rule, the proceeds have been invested in productive enterprises, whose soundness is not seriously called in question. It is to be remembered, however, firstly, that these large borrowings involve an increase in the payments annually due from Germany, since interest must be paid on them also; and, secondly, that Germany herself is not a young country with almost unlimited open spaces, but a relatively mature country with a fairly dense population. Her capacity for foreign capital is not unlimited.

WHAT, then, are the chief possibilities with which we must reckon? The situation has rapidly changed in the past, and is equally capable of rapid change in the future. Prediction is, therefore, out of place. One statement, nevertheless, can be made with assurance. The conscience of the world, which approved the Dawes Report, is unlikely to sanction a return to the chaos of fluctuating values, which a breakdown of the Plan would bring about. In that event, the consequences could not be limited to Germany, but all the trading nations of the world would suffer. If, despite a possible curtailment of her foreign borrowing, Germany, by keeping her imports to the minimum, paring her costs of production, and accepting a

narrow margin of profit, can maintain the necessary foreign credits, the future of the Plan is safe. It only remains, then, to determine finally the reparation liabilities of Germany. If, on the other hand, the present schedule of payments should prove impossible of maintenance in time to come, the task of statesmanship will be to find an agreed schedule within the limits of her credit balance, which the German people can maintain.



J. M. COOKE  
Who has been appointed Supervisor for Manitoba and North Western Ontario for the Ontario Equitable Life and Accident Insurance Company.

## Tax Arrears

## Important Amendments Made to Act in Saskatchewan

THE Arrears of Taxes Act in Saskatchewan was amended at the last session of the legislature, in several important details. The act now provides that the tax sale in a rural municipality shall not be held before October 1 in any year. Heretofore a tax sale could be held any time after July 1.

The act is further amended to provide that a municipality may bid at a tax sale up to the amount due for arrears of taxes and costs, and for any other lien or charge upon it which the municipality may have prior to the passing of this amendment. The municipality had authority to bid only up to the amount of arrears and costs. The purpose of the change is to enable the municipality to protect its interests in any such lien or charge.

The section of the act dealing with the sale of lands, to which title has been acquired by the municipality under the Act, has been amended by striking out the proviso requiring that at least one-fifth of the purchase price be paid in cash before the sale is made. Municipalities are now free to sell on such terms as may be deemed advisable.

A new section is inserted in the Act to prevent the removal of buildings from lands sold for taxes. Under this section, the buildings are declared to be improvements on the lands, and when any such building is removed without the consent of the tax purchaser, it may be seized by him in its new situation and restored to its former position. The section further provides that the tax purchaser may recover from the person who removed the building the expenses necessarily incurred in seizing and restoring it.

## Silknet Progress

FOR the six-months period ending June 30 the statement issued by Ontario Silknet and subsidiaries makes a very satisfactory showing. Net earnings are reported as in excess of \$2 per share on the common stock for the six-months period, or at the rate of \$4 for the year. The statement further shows a sales increase amounting to 43 per cent. for the period covered. Gross earnings were \$130,479.

## MUSKOKA LAKES WHERE EVERYBODY HOLIDAYS

Lakes and islands, swimming and canoeing, dancing and a dozen other summer sports are features of a holiday spent at any of the resorts scattered along the shores of Muskoka Lakes.

The short distance from Toronto and reduced week-end railway fares over the Canadian National Railways make a week-end at Muskoka particularly attractive. Extra summer trains to Muskoka Wharf, Lake Joseph Wharf or Bala Park (the three gateways to Muskoka Lakes) enable vacationists to reach their favorite resort without delay.

Endless outdoor sport, swimming, boating, tennis, etc., everywhere, numerous golf courses are easily accessible. Many long and short cruises may be taken, including the famous 100 mile cruise around the Lakes to Natural Park.

Full information and literature from any Canadian National Agent.



## SAFEGUARDS

There are many safeguards available today with which you can surround your family and protect them from the possible dangers of tomorrow. Four main precautions are—

Insuring your Life—

Making a Will—

Setting up trusts in your Will providing a steady income for your wife and children—

Naming a Trust Company as your Executor, and so making certain that your plans will be competently carried out—

Your family will then be safe when you are no longer able to take care of them.

Write for booklet "Looking Ahead." This contains much information on trusts, wills and estates, which will be of use to you

## The TORONTO GENERAL TRUSTS CORPORATION

"Canada's Oldest Trust Company—Established in 1882"

Head Office: TORONTO

MONTREAL  
OTTAWA  
WINNIPEG



REGINA  
SASKATOON  
VANCOUVER

## James Richardson &amp; Sons

Limited

Investment Bankers

## STOCKS and BONDS

Direct Private Wire Service to all principal exchanges.

HEAD OFFICE: EXECUTIVE OFFICES

KINGSTON, Ont. WINNIPEG, Man.

Branches at: MONTREAL TORONTO BRANDON MOOSE JAW SASKATOON EDMONTON

## Mowat &amp; MacGillivray

Members of the Montreal Curb Market

Members Standard Stock & Mining Exchange

New York Stocks, Mining Stocks  
Montreal and Toronto Stocks

128 Sparks Street  
\*Queen 2800

OTTAWA  
Private Wires

Branch Offices:—Cornwall, Belleville, Brockville, Pembroke and Hull, Que.

ORDERS EXECUTED ON ALL EXCHANGES

## BROWN, FLEMING &amp; CO.

LIMITED  
35 Victoria St. Toronto  
INVESTMENT BROKERS

GEORGE N. BROWN  
MURRAY P. FLEMING  
(Member TORONTO STOCK EXCHANGE)  
TELEPHONE AD. 1063

## Hickey, Meggeson &amp; Co.

TORONTO STOCK BROKERS MONTREAL

Members: Montreal Stock Exchange.

Members: Montreal Curb Market.

ROYAL BK. BLDG. TORONTO ELGIN 6448.



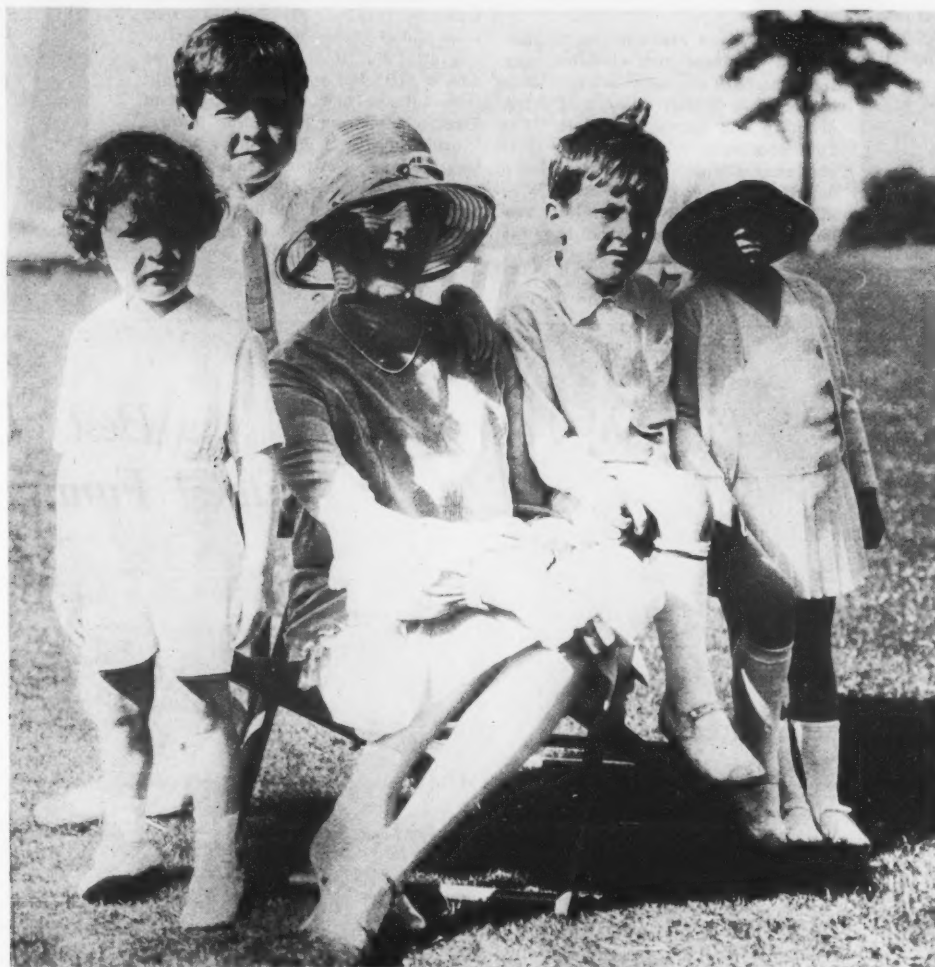


# SATURDAY NIGHT

## WOMEN'S SECTION



TORONTO, CANADA, AUGUST 25, 1928



MRS. MISCHEL CHERNIAVSKY

A delightful group of children are shown with Mrs. Cherniavsky, wife of the well-known musician and daughter of the late B. T. Rogers and Mrs. Rogers, of Vancouver. The three boys are her children, David, Michael and John, while the little girl is the small daughter of Mrs. Jan Cherniavsky, who is also a daughter of Mrs. B. T. Rogers.

TERENCE  
Son of Mr. and  
Mrs. Terence  
Sheard, of South  
Drive, Toronto.  
Photo by  
Charles Aylett

VICTOR  
Son of Mr. and  
Mrs. Victor Mc-  
Lean, of Van-  
couver, B.C.



MISS MARGARETTE JEAN LUCAS  
Daughter of Mr. and Mrs. W. J. Lucas, of Sherbrooke St. West, Westmount.  
—Photo by Jacoby Studios.



MRS. NEIL MACDOUGALL AND INFANT SON, DON ALASTAIR  
Wife and son of Dr. Neil MacDougall, of Vancouver.  
—Photo by Mme. de Lanti.



THE BEAUTY OF CHILDHOOD  
A delightful photograph of the five-year-old daughter of Captain and Mrs.  
Henry Newell Bate, of Ottawa.  
—Photo by Paul Horsdal.



BARBARA  
Elder daughter of Mr. and Mrs. D. B.  
Manley, of Vancouver, and grand-  
daughter of Mrs. Senkler and the late  
J. H. Senkler, K.C., Vancouver.  
—Photo by Vanderpant.

Right—  
IRWIN  
Son of Mr. and  
Mrs. C. E. Disher,  
of Vancouver, B.C.



Left—  
PATRICIA  
Daughter of Mr.  
and Mrs. Ormsby  
Doherty, of Delisle  
Avenue, Toronto.  
Photo by  
Charles Aylett



BUBBLES  
Son of Mr. and Mrs. Barry Hayes, of  
Snowdon Avenue, Toronto, and grand-  
son of Mr. Barry Hayes, of Donnybrook,  
Toronto.  
—Photo by Charles Aylett.



## Summer Tourist fares!

To  
—the Canadian  
Rockies and the  
Pacific Coast—

**VANCOUVER  
VICTORIA  
SEATTLE  
PORTLAND**  
from Toronto & Return  
**\$109.55**

**BANFF**  
REACHED ONLY VIA CANADIAN PACIFIC  
from Toronto & Return  
**\$87.80**

**LAKE LOUISE**  
REACHED ONLY VIA CANADIAN PACIFIC  
from Toronto & Return  
**\$89.30**

**Return Limit Oct 31**  
**Stopover allowed**

**for your Summer Vacation**  
Illustrated booklets and time  
tables, and information on  
fares, itineraries, etc., will be  
gladly furnished upon applica-  
tion.  
Write or call on any Canadian  
Pacific Agent or W. Fulton,  
District Passenger Agent,  
Toronto.

**Travel  
CANADIAN  
PACIFIC**

**AUSTRALIA  
NEW ZEALAND**  
via Honolulu and Suva

The new and well appointed passenger  
liners sail from Vancouver, B.C., and  
Victoria, B.C.  
"Niagara" (20,000 Tons) Sept. 19 Nov. 14  
"Aorangi" (22,000 Tons) Oct. 17 Dec. 12  
For fares, etc., apply to all Railway and Steamship  
Agents or to the Canadian Australasian Line, 299  
Hastings St. West, Vancouver, B.C.



**So Different  
So Comfortable**

**T**HAT is what so  
many people say  
when they first try on  
"Arch Preserver"  
shoes.

They support the arch,  
cling to slender heels  
and are so smart look-  
ing.

You will take pleasure  
in walking if you wear  
the Oxford style shown.



*The Walker*  
Black Kid \$12.50

**H. & C. BLACHFORD  
LIMITED**  
286 Yonge St.,  
South of Dundas Street.

### Mrs. Eric Davies of Calgary, Alberta

(Descendant of Captain James Cook).

By CHARLOTTE GORDON.  
HONOR was given to the world's  
greatest circumnavigator, Captain  
James Cook in the Cook Sesquicen-  
tennial celebration of August 15th to  
20th of this year on the Hawaiian  
Islands. The event marks the 150th  
anniversary of Cook's discovery of  
the islands and of his death at the  
hands of the natives at Owhyhee.

And to Canada is significant the  
fact that Cook's only descendant in



MRS. ERIC DAVIES.

America, Mrs. Hilda Walker Davies,  
lives in the city of Calgary, Alberta.  
Mrs. Davies, who is the wife of Mr.  
Eric Davies, of Calgary, was request-  
ed by the Dominion Government to  
send greetings in honor of her illus-  
trious ancestor, for the ceremony in  
Honolulu. With her felicitations was  
included an enlarged picture of  
Captain Cook, made from a treas-  
ured and exclusive photo in the pos-  
session of the family. This photo  
will become the property of the Ha-  
waiian Historical Society in the  
archives in Honolulu.

All who have made a study of  
Cook's life know that many of his  
letters, while on his voyages, were  
written to the Walker family of  
Whitby, the English sea-port town.  
The Walker family remain the only  
known one with a direct record lead-  
ing to Cook.

The navigator was one of nine  
children. Only two of them, himself  
and his sister Margaret, survived  
their parents. Cook's children, three  
sons, met premature death. After  
Cook was killed, the only remaining  
link with the Cook family was the  
sister Margaret, of whom Mrs. Hilda  
Walker Davies is a direct de-  
scendant.

Mrs. Davies holds the family re-  
cords and cherishes and preserves  
the family traditions and credentials  
passed on to her by her father. She  
possesses a number of rare books  
relating to Cook and his native dis-  
trict. "The History of Whitby and  
Streenshalh Abbey" is one of these  
treasures. It was written by a  
clergyman of Whitby, and published  
in 1817. The writer of this history  
states that the information for  
Cook's biography was obtained from  
Henry Walker and John Walker of  
Whitby, two sons of Captain Cook's  
former employer. Captain Cook's  
original letters, addressed to his  
friend, Mr. Walker, were available,  
as well as relics and anecdotes of  
the great navigator. Cook is said to  
have had his first instruction in  
reading from Mrs. Walker, school-  
mistress, the lady who was the great-  
grandmother of Mrs. Davies.

The event of August on the Hawai-  
ian Islands is to those people what  
the sixtieth anniversary of Confed-  
eration was to Canada. Envoys of the  
governments of Australia, New Zea-  
land and Canada, countries visited  
by Cook, attended, as well as offi-  
cials of the United States, England,  
France and Spain.

His Honor Judge F. W. Howay, of  
New Westminster, British Columbia,  
represented Canada and the Historic  
Sites and Monuments Board of Can-  
ada. He will give an address on  
"The North-West Coast of America  
and Hawaii." Each delegate was  
asked to take a wreath, typical of  
their country, to place on Captain  
Cook's monument at Kealahelua.  
Judge Howay took from Canada a  
wreath of maple leaves, which he  
placed on the monument of the nav-  
igator.

### Miss 1928 Laughs—and Chaffs

VICTORIAN girls desirous of attrac-  
ting and attaching a man who  
had shown a disposition to fall in love  
used to be solemnly warned by their  
mamas to "take him seriously, my  
dear." So they adored him with hero-  
worshipping eyes and hung gravely  
on his words of wisdom.

But Miss 1928 has learnt a better  
trick. She laughs with her man al-  
ways, and at him sometimes. And he is  
none the worse for being laughed at a

little occasionally. Indeed, most men  
find it enchanting.

They love to be chaffed because it  
betokens insight into their ways and  
heart and character. It presupposes  
sympathy and tenderness, and a dash  
of generous toleration for their human  
imperfections. A woman could not say  
better, "See how well I understand  
you."

The demure girl may slay her thou-  
sands, but the chaffing girl slays her  
tens of thousands. Men want to marry  
her because she is a tonic and stimu-  
lating.

The apparent phenomenon of hard-  
headed business men choosing gay,  
light-hearted partners rather than  
serious ones is after all nothing extra-  
ordinary and incomprehensible. Women  
who refuse to take them or their  
harassing affairs too seriously have a  
definitely rejuvenating effect.

Josephine took Napoleon less seri-  
ously than any other woman save his  
mother. But she won his heart and he  
died murmuring her name.

True, there are men who do not

take kindly to the deliciousness of  
feminine chaff. I can think of some  
I know: the petty tyrant, the insuf-  
ferably conceited man, the man whose  
unalterable attitude towards women  
is that of the proud and pampered Per-  
sian prince, the man who is weak,  
always in trouble, and goes to women  
for sympathy, and, unfortunately, for  
himself, gets it.

A stockbroker of my acquaintance  
belongs to this latter category. Lack  
of energy has depreciated his business  
for years. He has a woman friend to  
whom he regularly details his current  
woes and she condoles with him extra-  
vaguantly. But if she had laughed at  
him a little ten years ago she might  
have infused new life into him and  
diverted him from the path of failure.

Still, there is a right and a wrong  
way to laugh. A married couple I  
know were permanently estranged by a  
laugh. The husband had been worsted  
in a deal and his wife laughed when  
he was disgustedly telling her about  
it. That laugh ended six months later  
in a deed of separation.

Open the way to  
**Healthful  
Cleanliness**



Simply open the little port-holes in the top of  
the package and out comes Old Dutch Cleanser  
to bring you Healthful Cleanliness—so important  
to every home.

*Old Dutch simplifies housework, it is safe, thor-  
ough, economical. There's nothing else like it for  
porcelain and enamel, aluminum, glass ware, cook-  
ing utensils, tile, painted woodwork, floors, win-  
dows, refrigerators, stoves, etc. Protects the surface  
and assures its longer life.*

*Chases Dirt—protects the home*  
**Made in Canada**

## Furnish Your Home in the Best of Taste With Canada's Finest Furniture



## CRAFTSMANSHIP PERIOD SUITES

Craftsmanship Furniture is furniture you can well be proud to own;  
furniture that is as well made as expert craftsmen can make it, from  
beautifully-grained, carefully-selected walnut, mahogany and other  
woods.

BEAUTY, COMFORT AND STRENGTH OF CONSTRUCTION  
are the outstanding features of this marvellous Craftsmanship Furni-  
ture which has that subtle charm of quality that other manufacturers  
have tried so hard—and unsuccessfully—to imitate.

Like all other improvements on high class Furniture — "The Centre  
Drawer Guide" was first introduced by us over a quarter of a cen-  
tury ago and it has been so successful other manufacturers have copied  
it.

EVERY PIECE OF CRAFTSMANSHIP FURNITURE has the  
CRAFTSMANSHIP TRADE MARK stamped in the drawers. LOOK  
FOR IT!

GOOD DEALERS EVERYWHERE sell Craftsmanship Furniture.

Be sure to see our  
display of genuine  
Craftsmanship  
Period  
Furniture

at the Canadian  
National Exhibi-  
tion, Manufacturers  
Building, and at  
the Western Fair,  
London, Ont.

The Suite illustrated here is  
without doubt the most out-  
standing one in Canada.

Other new designs including the  
new "Moderne" Bedroom Suites  
will be ready to ship shortly.



**Hespeler Furniture Company, Limited**  
Hespeler, Ontario





### An Easy Remedy For An Ugly Skin

Skins made ugly with Sunburn, Tan, Freckles, Rashes, Eruptions, Eczema, etc., are restored to youthful loveliness and freshness by using

#### PRINCESS Complexion Purifier

This time-tried and marvellous discovery is perfectly harmless and yet wonderfully effective. Sent with full instructions on receipt of the price \$1.50.

**Superfluous Hair, Warts  
and Moles**

**Permanently Removed—Write  
for Full Particulars.**

Write for Booklet "X" FREE.

**HISCOTT INSTITUTE, LTD.**  
61F College St., Toronto.

## CAT FIVE O'CLOCK

with

Jean Graham



It was quite worth while, having a fortnight of grey skies and rain to wake up one fine Saturday to realize that the sky was cloudless and the roads were gloriously dry. In order that nothing should be wanting, the Girl with the Blue Car arrived, and the way to the North was clear. As we gayly went along the well-worn Yonge Street highway, we agreed that it was a golden day, and that the other people in motors were very much of a nuisance, inasmuch as we had to respect their rights and might not exceed the speed limit.

So we came, at last, to the Land of Heart's Desire, where there was a green cottage with white trimmings

and a velvety lawn which invited the summer visitor to rest and repose. The best of that cottage, however, was in the garden at the back, where hollyhocks stood in stately rows of white, pink and crimson, and the grass (thanks to continuous rains) was a lively emerald. There was a cluster of nasturtiums at the end of the hollyhock rows, and the flame-tinted flowers seemed veritable

travagant modern taste for speed. It is a fascinating trip to plan for—this expedition to Mars. But where in Canada may we find a Goddard rocket—and what will the trip cost? The latter is a sobering reflection which brings a North-of-Ireland person to Earth at once—and keeps her there. After all, this world is a rather decent habitation, when Lake Simcoe is a sapphire splendor—and when a burnt gold sunset floods the lake, we decide not to go to Mars—till the year after next.

#### Poison Ivy

To eradicate poison ivy cut the plants to the ground in midsummer and pour saturated solution of caustic soda over the roots. Poison ivy spreads by underground stems so that it is hard to get rid of, since any bits of stems left in the ground will grow up again.

## THE HXXAKING SHOPS

LIMITED

88 BLOOR STREET WEST, TORONTO

New consignment of very rare and Antique Museum pieces of Chinese embroidery from 100 to 200 years old. Very exclusive and all are priced very reasonably.

Head Office, 788 St. Catherine St. W., Montreal (store and Tea Room)  
Branches at Montreal, Ottawa, Quebec, St. John, N.B., Niagara, Bermuda.



## Mediterranean Cruise

from New York, Feb. 4

More complete, more inviting, more intriguing than ever before! Proudly, you enter the usual ports, of course. But also, you have the rare opportunity to enjoy Malta, Venice, Dobrovnik and Beirut. 18 full days in Egypt and the Holy Land. 72 days in all, seeing 16 countries, entering 46 ports and places, with a glorious finale in Paris and London.

Throughout the cruise, you command the incomparable service and cuisine of Canadian Pacific's all-embracing management afloat and ashore.

Two-and-a-half joyous, stimulating, eventful months—for as low as \$900—and your home the S.S. "Empress of Scotland," famed for magnificence and comfort.

**Round the World Cruise**  
From New York, Dec. 1,  
136 days, 29,000 miles  
through 21 countries, S.S.  
"Empress of Australia." As  
low as \$1900.

**South America-Africa  
Cruise**

From New York, Jan. 22, 104  
days. The wonder cruise of  
contrasts, on the Royal  
Cruise Ship "Duchess of  
Atholl." As low as \$1500.

Send for ship plans and itineraries to your own agent or

J. B. MACKAY  
General Agent, Ocean Traffic  
C.P.R. Bldg., Toronto.

## Canadian Pacific

WORLD'S GREATEST TRAVEL SYSTEM



## At the end of a hot and lazy summer day...

As THE sun goes down and the shadows begin to creep across the veranda, a cool breeze stirs and you welcome the evening. And to accompany the promise of the coolness to come, pour yourself a glass of ice-cold "Canada Dry."

It sparkles and cheers you from its bubbling crystal depths. Savor its bouquet as you sip it. Feel its tingle of goodness and refreshing taste on your tongue. And know that you are drinking a real ginger ale made from real Jamaica ginger.

You'll never know how good a ginger ale can be until you taste this delicious beverage. Dry. Mellow. Full-bodied. With a subtle gingery taste and a secret method of carbonation which enables it to retain its sparkle long after the bottle is opened. Pure. Balanced so skilfully that it mixes deliciously with other beverages.

"Canada Dry"—a cooling, refreshing beverage at the end of a summer day!

# "CANADA DRY"



Made in Canada by J. J. McLaughlin Limited, Toronto and Edmonton  
Caledonia Springs Corporation Limited, Montreal  
In U.S.A., Canada Dry Ginger Ale, Incorporated, New York



#### INTERESTING WEDDING

The wedding took place recently at St. Peter's, Eaton Square, London, England, of Mr. Claude Lucas, son of Sir Arthur Lucas and Lady Lucas, and Miss D. H. Hanbury-Williams, daughter of Sir John and Lady Hanbury-Williams, of Henry III Tower, Windsor Castle. Bride and bridegroom are seen leaving the church.

gypsies, as they flaunted their bright skirts in the golden sunshine. They are vain creatures, but it would be a dull garden without a touch of nasturtium. Then there are bushes of golden glow and a patch of belated forget-me-nots and a single scarlet dahlia which looks defiant enough among the paler blooms. There is a companionable Irish terrier, who, when in good humor, answers to the name of Rory and respects the rules of the garden. So the lazy hours drift away until the shades of twilight are falling, when the Girl in the Blue Car announced that a drive along the lake shore was the only fitting close for such a day. As we sped along near an historic stone church and a hedge of cedar, we agreed that Lake Simcoe, with its shifting depths of blue and green, is a magic lake, far better than the gloomy waters that lie to the far north.

ONE delightful feature of a holiday far from city crowds is that we renew our acquaintance with Mother Earth. We had forgotten what sunrise looked like; but here, where the lake spreads in miles and miles of sparkling golden beauty and the fields send up a perfume of sweet hay, we cannot ignore the morning light and fragrance. Just as we have decided that sweet hay is the most welcome fragrance we know, there is something sweeter still on the morning air—none other than the smell of frying bacon and the aroma of coffee. The bacon brings back all the delicious memories which cluster around Charles Lamb's "Roast Pig," and then we wonder why no one has written an ode to coffee. After a delectable breakfast, I set forth for a sunshiny spot where I might read an article, "Can We Go to Mars?" by a scientist who knows all that is to be known about that war-like planet. Most of us who have read the romances by Jules Verne, cherish the ambition to take a trip to Mars—and here is a Fessor from Clark University telling us how we may make the journey in a projectile, known as the Goddard rocket. Now, here is something worth while. The motor car is mediocre; the aeroplane is becoming commonplace; but the Goddard rocket hurling us through space for a week-end with the Martians is a real adventure. Of course, the rocket goes at a fairly fast rate; in fact, it may attain the velocity of seven miles per second, which ought to satisfy the most ex-

There are many difficulties ahead of us in India, but in time we shall solve them with the help of the Indians themselves.—Sir Harcourt Butler.



THAT SMILE, so brief, has been captured by the camera and will endure for a lifetime. That youngster will live to smile back at his baby photograph and perhaps compare it with youngsters of his own.

Children grow up—but photographs don't. Keep records as they grow.

At our studio we have a special camera room for children where we can catch the most fleeting expressions

## ASHLEY & CRIPPEN PHOTOGRAPHS

TORONTO

KINGSDALE 1055



## Ashes of Roses Bourjois

**For You  
The Perfect Powder**

For your type, Bourjois has produced in Ashes of Roses Face Powder, the exact "nature tone," that will give your skin a soft, peach-bloom loveliness—the sweet freshness of youth.

It emphasizes the brightness of your eyes, the curves of your lips, the soft contours of your face. Its effect is enchanting—without a trace of artificiality.

Buy the exquisitely fragrant Face Powder at the better shops—in smooth leatherette boxes and dainty Parfums Compacts.

ASHES OF ROSES  
PERFUME      ROUGES  
CREAMS      LIP-STICKS

Sole Canadian Distributors  
PALMERS LIMITED, MONTREAL

---

**New from Paris**

Bourjois has created a ravishing new fragrance, exquisite beyond belief.

**MON PARFUM**

POWDERS · CREAMS · ROUGES · LIPSTICKS

Ask for them at exclusive shops.

## THE DRESSING TABLE

By Valerie

AFTER months, in which we longed for the warmth of spring and summer, we are not going to complain if August gives us a few days which are "above the nineties," even in the shade. We have become so accustomed to the days when we cannot go without a coat that we are thrilled with surprise when we find that the airiest gown of voile or crepe is quite sufficient for warmth or comfort. So we limit breakfast to orange juice, followed by toast and coffee, and plan to do "next to

nothing" on a day which reaches the nineties.

nothing" on a day which reaches the nineties.

though you were pushing something away.

The high-kicking exercise is another one that strengthens and makes the ankle slim and supple. You can practice it in this modified form.

Stand on the right foot and kick with your left foot your right hand stretched out from the shoulder, palm downwards. This will be very difficult at first, and I don't suppose you will succeed in reaching it; but with practice it will become quite

burnt orange, tangerine and lovely nasturtium hues which you should find extremely suitable, since you have eyes and hair of dark brown. Old gold is another tint which you should find friendly to your brunette style. Good luck!

Mrs. B.—I am so glad that your hair is once more bright and shining. It is a nuisance when it looks dull and faded, and all this warm weather has been hard on the hair. Nevertheless, I was ever so glad to have the warm weather, for I was afraid we were to have no summer at all. I am sending the prescription for which you asked. Try it every night for a month before you come to the conclusion that it is not worth while. Then you might make daily use of a little brillantine. That which is scented with lavender is especially welcome in the summer.

### Longevity in China

ALTHOUGH claiming to be 250 years old, Li Ching-Yun, herbalist and traveller, declares that he has a number of friends even older than himself! Li is described by the "North China Herald" as "an old and respect-



New example of the colored lace hat which has flower and bud as decoration.



A charming hat of black lace and velvet to wear with an afternoon gown.

### The Amber-Coloured Bottle— with the O.K. Guarantee

THERE'S a new drink of creamy sweetness—of cooling raciness. It is in a sterilized, amber-coloured bottle bearing the O.K. seal's unfailing promise of excellence—O'Keeffe's STONE GINGER. It is the same STONE GINGER for which England is famous.

Enjoy it—at fountains—on picnics—at home. Keep it handy by having your dealer deliver a 12 bottle carton. Or direct, Elgin 6101.

## O'KEEFE'S STONE GINGER

Some of O'Keeffe's Other Favourites:

O'Keeffe's Dry Belfast Style Ginger Ale	Lemon Sour Cream Soda
Old Style Ginger Ale	Special Soda
Orange Punch	Syphon Soda
Cola	Sarsaparilla
Lemonade	Ginger Beer

"A Flavour for Every Taste"

### Cuticura Talcum Is An Ideal Toilet Powder

It is pure, smooth and fragrant and contains antiseptic properties which help to allay excessive perspiration. It imparts a pleasing fragrance and leaves the skin refreshed and cool.

Sample Each Free by Mail. Address Canadian Depot: "Blen-  
house Ltd., Montreal." Price, Soap 25c. Ointment 25c. and 50c.  
Talcum 25c.

**Cuticura Shaving Stick 25c.**

### The Luxury Soap of the World

Behind the massive doors of 18th century mansions Yardley's Old English Lavender Soap was never absent. Then, as now, those who could command quality in everything used Yardley's to make skins soft and lovely. For the purity of Yardley's refines hands and faces and its lovable fragrance clings to freshened skins.

\$1 per box of 3 large cakes at all best druggists and department stores throughout Canada.

## YARDLEY'S Old English LAVENDER SOAP

YARDLEY, 8 New Bond Street, LONDON, Eng.  
Canada: 358-362, Adelaide Street, W., Toronto, 2, Ont.  
U.S.A.: Madison Square, New York.

### Correspondence

J.M.—It is too bad about your complexion; but a poor complexion is fortunately one of the ills which may be cured. You seem to be in the best of health and to be living on a very sensible diet. So, we must look for exterior remedies. I am sending you a booklet which may help. Persevere in the use of the skin cleanser and skin tonic, and I think you will find an improvement. Of course, you are careful in matters of diet and do not eat much pastry or many sweets. It may seem awkward, at first, to avoid candy and tarts, but it is quite worth while, when you find that the skin is improving. Lettuce and tomatoes are kindly to the skin, and spinach and carrots are positive beautifiers. So, you will find the vegetable garden willing to supplement the powder and rouge.

RUTH. It is rather difficult to say, at this distance, just what colours will become you. You say that you are fond of reds, but have always been afraid to wear them. There is no reason why you should avoid the reds—except shell pink and a bright cardinal. A deep crimson should be especially becoming to you. Then there are the deep yellow shades:—

ed resident of Shang-chuan village, Kaihsien, a place to the north of Wansien, Szechuan." This ancient Li has many disciples—all old men. He has taught them to:—

Keep a quiet heart;  
Sit like a tortoise;  
Walk sprightly like a pigeon; and  
Sleep like a dog.

Despite his years, it appears that Li is young in spirit and physically strong. His facial appearance is no different from others who are two centuries his junior. Born in the 17th year of the reign of Kang Hsi—one of the first emperors of the Manchu dynasty—Mr. Li, a native of Ching-an, has travelled very widely. Numerous military and civil leaders have conferred honours upon him. When he was only a few years old he could read and write. Gathering medical herbs was his trade until he was 100 years old. After that he travelled again, selling his medicines for a living. Every day he walks 100 li along the road. (A Chinese li measures 2,115 feet). Therefore Li must walk 40 miles a day! Li has:

Married 14 times  
Eleven generations of descendants, numbering 180 persons.  
Very good eyesight  
A wonderful memory  
The gift of answering all sorts of questions.

The gigantic steel bridge over Sydney Harbour and the wonderful ferro-concrete structure over the Tweed at Berwick are in their way as wonderful as any of the monuments of the past.—Minister of Transport.

Manifold forms hath fate divine:  
Oft gods achieve where men despair;  
Surrenders fail to be fulfilled;  
God finds a path where none appeared.  
—Euripides.



MISS JANET McDERMID CLARKE, OF WINNIPEG  
Debutante daughter of Mr. and Mrs. E. S. Clarke, of Fort Rouge, Winnipeg.

### Dressing Table Coupon

Readers who wish to avail themselves of the advice of this department should enclose this coupon with their letters—also a stamped and addressed envelope. Write on one side of the paper and limit enquiries to two in number.

### Beauty That Attracts

—so enchanting and alluring it commands the admiration of all. You can possess this soft, fascinating appearance instantly thru

## GOURAUD'S ORIENTAL CREAM

Made in White - Flech - Rachel  
Send 10c. for Trial Size  
Ferd. T. Hopkins & Son, Montreal

### Evan Williams' Ordinary

Its frequent use keeps the hair lustrously lovely and healthy. Six distinct Shampoos—for every need—for every shade of hair. Ask your druggist.

Made in England  
SOLD EVERYWHERE  
Sole Canadian Distributors  
PALMERS LIMITED  
MONTREAL

## Evan Williams HENNA SHAMPOO

### Breakfast Companion to Thousands

EVERY morning thousands of people rely on the Hotpoint Toast-Over Toaster to give them toast—crisp, hot and golden brown. No other toaster is so good looking, so simple in operation and so speedy as the Hotpoint. Note the reversible racks which automatically turn the toast, and the Hotpoint heating elements which prepare two pieces of toast in two minutes.

\$6.75

## Hotpoint TOAST-OVER TOASTER

CANADIAN  
GENERAL ELECTRIC CO.

### IN YOUR CLOSETS Moore Push-less Hangers

(The Hanger with the Twist) are ideal for the hanging up of many things.

15c pkts. Everywhere  
MOORE PUSH-PIN CO., Phila.  
Use Moore Push-Pins to fasten all little things to walls.



Be sure and bring Blends that new cigarette in the yellow package

British Consols  
**BLENDS**

20 for 25c



Such Lovely  
PEONIES and IRIS

## for Fall Planting

So many healthy, colourful varieties from which to choose. Our Planting Plans show them in colour. These plans are the work of our experts—decidedly worth having. Free. Phone or write us.

**STONE and WELLINGTON**  
The Fonthill Nurseries  
Established 91 years — 850 Acres  
49 Wellington St. E. Phone Elgin 7016  
TORONTO

**Bovril**

is often

**better  
for you**

than a heavy meal



## Sedum Album

Flowering in our Highway Garden

**The SHERIDAN  
NURSERIES Limited**

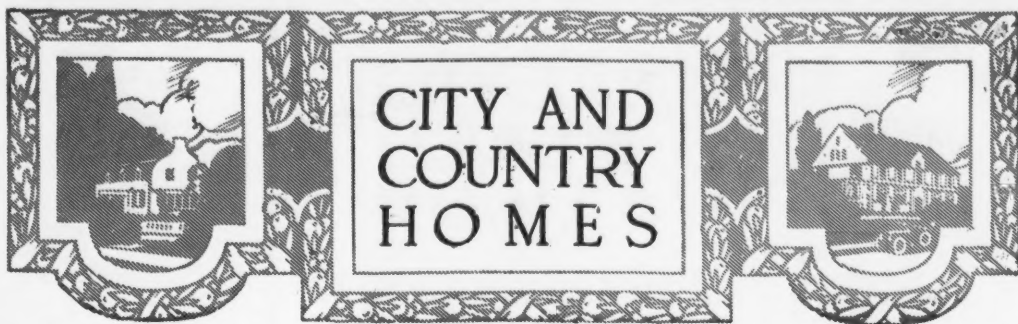
Head Office, 4 St. Thomas St.  
City Sales, 43 Bloor St. E.  
TORONTO 5

Nurseries 260 Acres  
CLARKSON, ONT.



"In Cerise  
I find  
the true  
Russian  
flavour  
at its best"

**Cerise  
No. 2**  
RUSSIAN CIGARETTES  
Made by Alexander Boguslavsky Ltd.  
(A Branch of Carross Ltd.)  
55 Piccadilly, London, England  
IMPORTED FROM LONDON

**CITY AND  
COUNTRY  
HOMES****Six Rooms and Built-in  
Garage**

BY RICHARD P. BLAKEY, F.R.I.B.A.

HERE is a true rendition of the English style in which artifice plays no part. Elaborate detail has not been indulged in, the detail work being confined to the simple brackets supporting the entrance canopy, and the graceful entrance gate which combines so harmoniously with this type of home.

As the importance of ornamentation diminishes, however, the less expen-

she is probably one of those fastidious and orderly beings who keep appointments and answer letters promptly!

The choice of dressing-tables is legion. In frankly modern rooms the decorative simplicity of walnut, highly polished to reveal the delicate markings of the wood, ranks high in favour. The deep, low chest surmounted by a large triple mirror looks attractive and is convenient.

For the simple country cottage type of house, a seaside bungalow, or the town bedroom of a young girl, painted furniture is well placed. All-white

when the top is covered with a sheet of plate-glass with bevelled edges. This, besides improving the look of your dressing-table, preserves the wood and saves it from scratches.

Choose the toilet set for your dressing-table with the greatest care, considering not only its colouring, but also its possible effectiveness when displayed on your table.

**Mirrors**

MIRRORS are playing such a popular role just now that they de-



RICHARD P. BLAKEY, F.R.I.B.A.  
ARCHITECT.  
EDMONTON.

SIX ROOMED HOUSE AND BUILT-IN GARAGE.

sively obtained part of colour and texture increases, and here this demand has been adequately met by the use of cream stucco walls, wood shingle roof, and green painted woodwork with cream window sash.

The hall, which contains a wide coat cupboard, is of distinctive appearance, with a rather unusually planned stairway, under which the basement stairs are located.

Directly opposite the mullioned window in the good size living room, is the fireplace, beside which doors glazed in small lights give access to the dining room.

Silver grey paint has been used throughout for the interior woodwork, giving the owner freedom from trouble resulting from colour discord between the trim and furniture, for a neutral grey harmonizes with practically any other colour.

A pantry, having a door into the main hall, is located between the kitchen and dining-room. No equipment is shown in the kitchen, allowing the housewife, whose domain it is, scope to arrange this as she may, while considering, of course, the architect's advice.

Three bedrooms with clothes closets, a linen closet, and a bathroom, comprise the second floor accommodation. The front bedroom, which is the largest, contains a tiled fireplace directly above that in the living room.

Second only to electricity, the cost and limited supply of which prevents its use, gas is the cleanest and most convenient fuel. Here it is used in combination with a hot air furnace, and one may easily imagine the ease and rapidity with which the house may be heated.

A 40 ft. by 150 ft. lot provides ample space for the garden, both front and rear, shrubs, and hedges, which seem so necessary to the English style home.

The cost of this house exclusive of lot is approximately \$5,500, which low figure may be largely accounted for by the absence of expensive "frills."

Readers desiring further information regarding the plans and specifications of this house should communicate with the architect direct. Address Mr. Richard P. Blakey, F.R.I.B.A., 412 Empire Block, Edmonton, Alberta. Copyright 1927, MacLean Building Reports, Ltd.

**Mu Ladu's Dressing Table**

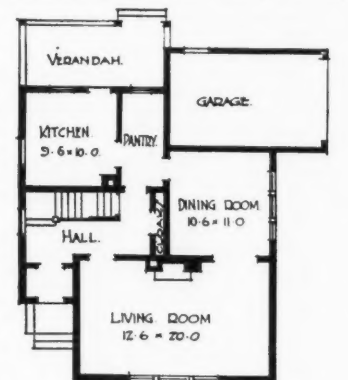
DO you linger pleasantly before your dressing-table? Is the mirror in a good light, and are the et ceteras dainty and decorative? The dismal duty of getting up in the morning becomes much less depressing if your dressing-table is just right in all these details.

You can get a pretty good idea of a woman's individuality and her good taste (or lack of it!) by a peep at her dressing-table. If it is untidy, littered from end to end with bottles and pots, and besprinkled with face powder, she is one of those untidy, undependable creatures who are such a trial to their friends. If her table is dainty, with just a few well-chosen "appointments,"

enamel furniture today finds a serious rival in pastel-tinted paint; and dressing tables in coral pink, orchid mauve, primrose yellow, or the blue of the larkspur harmonize with the decorative scheme of the room.

The problem of the bed-sitting room is easily solved by using a low chest of drawers and a long mirror on the wall immediately behind it. When the room is used as a bedroom the et ceteras of the toilet table, brushes,

serve a few words of comment. Women always find them fascinating, no matter how they are used. To begin with, dressing tables so often have mirror tops with a triple mirror standing or hanging over them. The sparkly effect may be increased by crystal lamps or crystal trees. Mirror flower-pots or cachepots in all sizes are stunning mantelpiece or table decorations—filled either with real flowers or ivy, or, for those who pre-



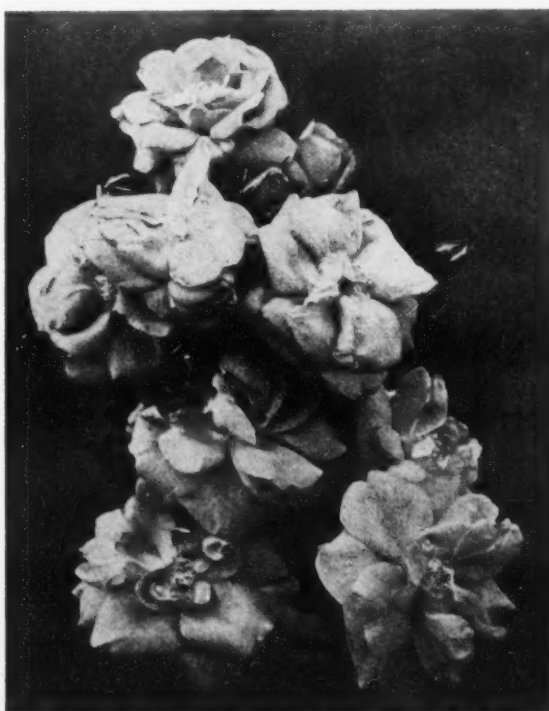
GROUND FLOOR PLAN.

SECOND FLOOR PLAN.  
PLANS FOR THE ABOVE HOUSE

scent spray, and so forth are displayed on the top of the chest. When the room assumes the role of sitting-room these details of the toilet repose out of sight in one of the drawers of the chest.

Many women prefer the kneehole type of table, and certainly it possesses the advantage that you can draw up your dressing stool and sit near your mirror. A flat-topped desk with drawers on either side makes an admirable dressing-table, especially

for the more exotic, with crystal trees or silver flowers. The old-fashioned reflector which used to appear on dinner tables in the gay nineties has come back in a simpler form. Mirrors, oval, oblong, scalloped, and star-shaped, are used as centrepieces—sometimes with the aforementioned crystal trees, sometimes with amusing little glass and porcelain animals, and sometimes with real flowers.



CHAPLIN'S PINK CLIMBER AT ENGLISH EXHIBITION.  
A fine hybrid wichurana awarded the Society's Gold Medal.

**A leisurely break-  
fast and plenty of  
SEAL BRAND**

Coffee — that's the way  
to begin the day!



"Let the CLARK Kitchens  
help you"

**CLARK'S  
TOMATO KETCHUP**

The  
greatest friend  
food ever had.

A most appetising and  
wholesome relish with  
Fish, Steaks, Eggs and  
Stews.

7-28

W. CLARK LIMITED, MONTREAL

A "whole-meal"  
biscuit  
endorsed by doctors  
and dietists.

**Weston's  
DIGESTIVE**

**THE MARGARET EATON SCHOOL**  
TORONTO

Normal Course in Physical Education

MARY G. HAMILTON, DIRECTOR.

Autumn term begins Sept. 5th, at Camp Tanamakoon,

Algonquin Park. Formal school opening October 2nd.

RESIDENCE FOR STUDENTS.

For calendar and further information, address the Secretary, 415 Yonge St.

**Hot Water**  
Automatically

Think of the hot weather comfort that this means? Automatically turns heat on or off — no attention necessary at any time. Just solid hot water comfort.

**Sepeco AUTOMATIC  
ELECTRIC HEATERS LTD.**  
39 RICHMOND STREET EAST  
TORONTO, 2

**Authorized Factory  
Sales and Service  
Now Available in Toronto**

The manufacturers of Minneapolis-Honeywell Heat Regulators for home heating plants, announce the appointment of exclusive distributors for Toronto and suburbs. Each distributor has established a separate department to provide the services of heat control specialists trained at the factory. Complete stocks of Minneapolis-Honeywell units are maintained, and skilled men are ready for installation work or adjustments.

**For All Types of Heating Systems**

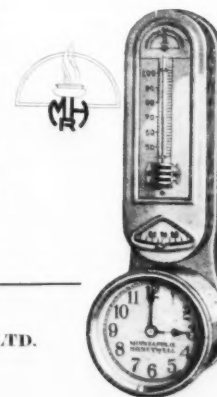
The Minneapolis-Honeywell Heat Regulator functions on all types of heating plants, burning any fuel. The "10-point demonstration", given in your own home by appointment, explains how it holds a steady, even temperature and prevents dangerous overheating, now recognized by medical men as the chief cause of colds. At the same time, the demonstrator will make a free inspection of your heating plant and offer valuable suggestions for more comfortable heating at lower cost. Telephone one of these distributors for competent sales, installation or repair service. Ask them to send the free book "The High Cost of Overheating."

Exclusive Toronto Distributors:  
Domestic and Gas Division  
**WAYNE FORGE & MACHINE CO. LTD.**  
193 Adelaide St. W.  
Engineering Division  
**CHAMBERS & CARLEY**  
2 Bloor St. W.

**MINNEAPOLIS  
HEAT REGULATOR  
HONEYWELL**

For Coal — Gas — Oil

Executive Offices: Minneapolis, Minn., U.S.A.





**AN Apartment Hotel** of refinement and distinction affording a permanent home or temporary accommodation; in either case, you will be delighted with the luxury of the attendance and appointments.

Unexcelled Restaurant Service  
Distinguished Custom

**Alexandra Palace**  
(An Apartment Hotel)  
University Avenue, Toronto  
Telephone, 4-1414  
Personal Direction of Mr. H. H. Harris

**West Bloor St. Toronto**  
**CAMERA PORTRAITS**

**STUDIO - 98 YONGE STREET**  
**Charles Aylott**  
PHOTOGRAPHS  
TELEPHONE: ELGIN 6714

**GOWANBANK**  
OAKVILLE  
LUNCHEONS — AFTERNOON  
TEAS — DINNERS  
"Have Lu. Lunch one bridge under the  
delightful trees at GOWANBANK."

**ONTARIO LADIES' COLLEGE**  
Trafalgar Castle  
WHITBY, ONT.  
All advantages of city and country school.  
Near Toronto. Spacious grounds, splendid  
castle buildings. Physical education em-  
phasized.  
Public School, Honour Matriculation,  
First Year University, Music, Public  
Speaking, Art, Household Science, Com-  
mercial Courses, Bible, Civics, etc.  
School re-opens September 11th  
For Calendar apply to  
Rev. C. R. CARROLL, M.A., D.D.,  
Principal 1238

**The Thornton-Smith**  
Company Limited  
English  
Dining-Room  
Chairs  
Amongst our recent im-  
portations of Old English  
furniture are a few sets of  
dining-room chairs in ex-  
cellent condition which are  
being much admired by  
visitors to our Galleries.  
If you are seeking a set of  
genuine old diners, we are  
sure you will find some-  
thing of interest in our  
Galleries.  
Illustrations to out-of-town  
enquiries.  
342 Yonge St., Toronto

**Announcements**  
BIRTHS - ENGAGEMENTS  
MARRIAGES - DEATHS  
\$1.00 PER INSERTION  
All notices must bear the Name and Address  
of the Sender.

**BIRTHS**  
MACKINNON — At Wellesley Hospital,  
Friday, August 17th, to Mr. and Mrs.  
J. F. Mackinnon (Marion Harper), 249  
Heath Street West, a daughter, (Cath-  
arine Margaret).

**MARRIAGES**  
CLARK — MULHERON. The marriage  
took place on Thursday, August 16, of  
Kathleen Eleanor, daughter of Mr. and  
Mrs. Wm. G. Mulheron, of College  
Avenue, Regina, to Major Laurence E.  
Clark, of Toronto. The bridal couple  
left on an extended motor trip to the  
Adirondacks, New England, New York  
and Atlantic City. Upon their return to  
Toronto, Major and Mrs. Clark will re-  
side at 61 Elm Avenue, Rosedale.

Mr. and Mrs. Edwin F. Holcomb, of  
Ottawa, Ont., announce the engagement  
of their only daughter, Margaret Fay, to  
Mr. William Laurence Rochester, young-  
est son of Mr. and Mrs. D. B. Rochester,  
of Ottawa, Ont. The marriage to take  
place the latter part of September.

The marriage of Mr. Alexander Murray  
McQueen, of Toronto, and Miss Ada  
Hectorine Irwin, daughter of Mr. Joseph  
Murray Irwin, of Galt, Ont., was quietly  
solemnized in St. Thomas Church, Huron  
Street, Toronto, Ont., by the Rev. Robert  
Spencer Rayson, M.A., B.D., at three  
o'clock, Thursday afternoon, August  
16th, 1928.

Mr. and Mrs. Arthur Hardcastle an-  
nounce the engagement of their daughter,  
Elizabeth, to Mr. Frederick William Mc-  
Mackon, son of Mrs. and the late Mr.  
McMackon, the wedding to take place  
Wednesday, August 29th, at North  
Broadview United Church.

Mr. and Mrs. Charles W. Jarvis, of Fort  
William, Ontario, announce the engage-  
ment of their only daughter, Helen Ger-  
trude, to Major Alexander A. Anderson,  
D.S.O., son of the late Colonel W. F.  
Anderson, C.M.G., and Mrs. Anderson,  
of Ottawa. The marriage to take place  
early in September.



The officers and members of the  
Royal Canadian Yacht Club are enter-  
taining at a Garden Party on Friday  
afternoon of this week on their beau-  
tiful grounds between lake and bay, at  
the Island, in honor of the Governor-  
General of Canada and Viscountess  
Willingdon. All the yachts of the fleet  
are to be dressed for this interesting  
occasion and the officers and yachts-  
men will be in appropriate uniform.

Sir Leslie Mackenzie, of Edinburgh,  
Scotland, and Lady Mackenzie, who  
recently arrived in Toronto, will be  
guests of honor at a luncheon to be  
given at the Royal Canadian Yacht  
Club.

Lochsyde, Poplar Point, Muskoka  
Beach.

Mr. Duncan McDougald, of Toronto,  
and Misses Marie and Nancy McDoug-  
ald are visiting Senator and Mrs. Mc-  
Dougald in the Adirondacks.

Colonel and Mrs. R. R. Barber and  
Mr. Clyde Barber of Littlehampton,  
Sussex, England, are visiting Mr. and  
Mrs. Burton Harris of Walmer Road,  
Toronto.

Mrs. George E. Evans has returned  
to Toronto after a visit to her sister,  
Miss Edgar, of Montreal, who is at her  
place at Lac Brule.



**IMPORTANT SOCIAL EVENT IN VICTORIA**  
Lieut.-Commander and Mrs. H. J. F. Cavendish leaving Christ Church  
Cathedral after their wedding. The bride was Miss Dola Frances Dunsmuir,  
daughter of the late Hon. James Dunsmuir, former Lieut.-Governor of B.C.,  
and of Mrs. Dunsmuir, of Hatley Park, Victoria. The groom is the eldest son  
of the late Captain Henry Cavendish, R.N., and of the late Lady Harriet  
Cavendish.

Sir Reginald Patterson of Cairo,  
Egypt, and Mr. and Mrs. Ralph Har-  
rison, of Sewickley, Penn., have been  
guests of Mr. and Mrs. Burton Harris  
of Walmer Road, Toronto. Sir Reg-  
inald Patterson is adviser to the Brit-  
ish Government in Egypt.

Viscountess Hardinge sailed in the  
S. S. Montclair for Canada on the 17th  
to attend the wedding of her son, Lord  
Hardinge, and Miss Margot Fleming at  
Ottawa, Lord Hardinge is an A. D. C. to  
the Governor General.

Dr. and Mrs. Herbert Bruce, of An-  
nandale, Lawrence Park, Toronto, have  
returned home after a visit to England.

Miss Frances Warren, of Toronto,  
who recently returned from visiting her  
sister, Mrs. Carroll Warmoth, in New  
Orleans, was last week the guest of  
Mrs. Melville Gooderham at Bohemia  
Island, Muskoka.

Mr. and Mrs. Reginald Watkins are  
again in Toronto after a tour abroad.

The Duke of Newcastle and his daugh-  
ter, Lady Mary Hope, of London, Eng-  
land, who are in Toronto this week  
will be distinguished guests at the  
R. C. Y. C. garden party on Friday of  
this week.

Mr. and Mrs. Robert Steedman, of  
Iroquois Falls and Mrs. Steedman's sis-  
ter, Miss Mary MacArthur, of Brae-  
face, Ashton, Scotland, are the guests  
of Mr. and Mrs. William Storie at

Dr. Helen MacMurchy of Ottawa and  
Toronto, has returned home after a  
visit of seven weeks in England and  
Scotland.

Mrs. Norman Sinclair and Miss Mar-  
jory Sinclair, of Toronto, are guests at  
the Royal Muskoka.

Mrs. Jones is again in Winnipeg  
after a visit to her sister, Mrs. Archie  
Russell, at Cacouna.

A very delightful garden party was  
given at Parkwood, Oshawa, on Satur-  
day afternoon of last week by Mr. and  
Mrs. R. S. McLaughlin, when nearly  
four hundred guests enjoyed their hospi-  
tality in a setting of exceptional  
beauty and under most favourable wea-  
ther conditions. Mrs. McLaughlin and  
her daughter, Mrs. Pangman, received  
the guests who included, Colonel Bat-  
tist Johnston, Mr. Alfred Beardmore,  
Mr. and Mrs. E. R. Wood, Colonel and  
Mrs. J. B. MacLean, Commander and  
Mrs. Geary, Cobourg, Mr. Stephen  
Haas, Mr. Murray Fleming, Mr. Sig-  
mund Samuel, Miss Samuel, Mr. Leslie  
Samuel, Mr. William McMaster, Mont-  
real, Mrs. W. S. Hodgins, Major and  
Mrs. Holliday, Mr. and Mrs. Atwell  
Fleming, Mrs. E. Y. Spurr, Port Perry,  
Mr. and Mrs. James Moody, Hamilton,  
Major and Mrs. A. F. Hind, Judge  
Thompson, Mrs. Thompson, Mrs. Vic-  
tor Ross, Mrs. W. A. Kemp, Mr. and  
Mrs. Fred Irwin, Whitby, Mrs. Robert  
McLaughlin, Mr. and Mrs. Charles  
Robson, Mrs. W. H. Gooderham, Mr.  
and Mrs. H. A. Brown, Colonel F. H.

Deacon, Mr. and Mrs. G. B. Shaw, Mr.  
and Mrs. T. A. Brown, Mr. and Mrs. J.  
P. Owens, Mrs. R. S. Williams, Miss  
Isobel Williams, Colonel and Mrs. J. F.  
Grierson, Dr. and Mrs. D. R. Cameron,  
Mrs. R. F. Forrest, Port Hope, Mr. and  
Mrs. Arthur VanKoughnet, Lady Gage,  
Mrs. C. McCormick, Mr. George R.  
Warwick, Mr. and Mrs. Roland Mof-  
fatt, Mr. and Mrs. Chester Smith, Mr.  
and Mrs. Lloyd J. White, Lieut.-Col. and  
Mrs. Frank Chappell, Mr. and Mrs.  
George Pedlar, Oshawa, Mr. and Mrs.  
H. Doherty, Mrs. Russell Soper, Ux-  
bridge, Mr. Arnold Ivey, Mr. and Mrs.  
R. H. Green, Mr. and Mrs. H. W.  
Becker, Mr. and Mrs. W. G. Kent, Mr.  
John McKee, Mr. and Mrs. Reginald  
Watkins, Dr. and Mrs. Frank Berry,  
Mr. and Mrs. W. R. Geikie, Mr. and  
Mrs. Ross McKinnon, Dr. and Mrs. F.  
J. Rundle, Mr. and Mrs. J. A. McGil-  
bons, Mr. W. E. N. Sinclair, K.C., and  
Miss Sinclair, Mr. and Mrs. D. M. Todd,  
Miss Carswell, Dr. and Mrs. C. F. Mc-  
Gillivray, Mr. Paul E. Peters.

Mrs. Hamilton Burns is again in To-  
ronto after visiting Miss Joan Arnold  
in Oakville, and Mrs. Sidney Jones at  
Jackson's Point.

Sir Thomas and Lady Cullinan, who  
were in Toronto last week, left via  
Quebec for Great Britain, where they  
will spend a month before returning to  
Johannesburg.

Mr. and Mrs. John D. Murray, of  
Sarnia, Ontario, are in Picou, N.S., on  
a visit to Mr. Murray's parents, Mr.  
and Mrs. Frank Murray.

Sir Henry Drayton, of Toronto, was  
in Ottawa for a few days last week, a  
guest at the Chateau Laurier.

Major-General Lord Lovat was the  
guest of the Empire Club at their  
luncheon on Wednesday of this week  
at the King Edward. Lord Lovat made  
an admirable address. While in Ottawa,  
Lord Lovat was the guest of the Gov-  
ernor-General and Viscountess Willing-  
don at Rideau Hall.

The Hon. Howard Ferguson and  
Mrs. Ferguson are in Toronto again  
after a tour abroad.

Miss Jean McIlwraith of Burlington,  
Ontario, one of Canada's notable  
novelists, is the guest of her sister,  
Mrs. John Holt, of Grande Allee, Que-  
bec City.

Mrs. Meighen, of Toronto, mother of  
the Rt. Hon. Arthur Meighen, is visit-  
ing in Vancouver, B.C., guest of her  
sister, Mrs. G. H. Robertson.

Dr. and Mrs. E. B. Roach, of Cal-  
gary, are in Halifax, N.S., guests of  
Mrs. Roach's parents, Mr. Justice Rus-  
sell and Mrs. Russell.

Mr. and Mrs. T. E. Barrington are  
again in Regina after a motor trip to  
Montreal, Ottawa, Toronto, and eastern  
American cities.

Mrs. George Galt of Winnipeg, and  
her two children, who are occupying  
Mr. and Mrs. Massey Baker's home at  
Rockcliffe Park, Ottawa, will sail in  
the fall for England.

Mrs. Gwyn Francis, and her two  
daughters, the Misses Betty and Jean  
Francis, were passengers in the S.S.  
Aurania, which arrived last week-end  
at Quebec from England.

Mr. Henry Borden, of Toronto, has  
been the guest of his uncle and aunt,  
Sir Robert and Lady Borden in  
Ottawa.

Miss Isobel Ross, daughter of the  
Lieutenant-Governor of Ontario, is  
again at Government House, Rosedale,  
Toronto, after a visit to her aunt, Mrs.  
Oxley, in Halifax, N.S., and to Mrs. J.  
H. Gundy, of Toronto, at Timagami.

Hon. P. C. Larkin, the High Com-  
missioner for Canada in England, who  
is on a visit to Canada, has been visit-  
ing at Government House, Ottawa.



Mrs. Charles Howard Boulden, formerly Miss Dorothy Mary Fraser, daughter of Mr. and Mrs. Alexander Fraser,  
of Niagara Falls, Ontario, whose marriage to the Rev. C. Howard Boulden, of Trinity College School, Port Hope,  
took place at Niagara Falls, on July 25th. Her attendants were Miss Marion Battle, of Toronto; Miss Harriet  
Usher, of Queenston, Maid of Honor; Miss Norah Dwyer, of Niagara Falls and Miss Mary Mervynne, of Toronto  
and Pasadena.

—Photo by Juanita Ball.

## A Free 19-Cup Trial of SALADA Orange Pekoe

LET us introduce you to a new delight in  
tea drinking that you never dreamed  
possible. Women from all over Canada  
are writing to us asking to try this won-  
derful new blend, Salada Orange Pekoe.

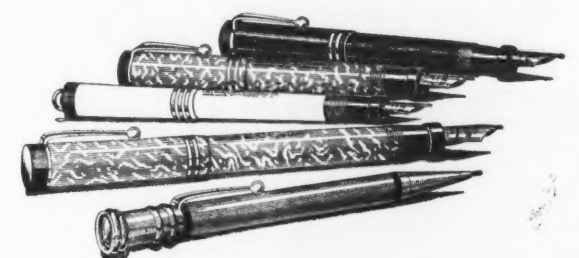
All you have to do is to write your  
name and address on this advertisement  
and send it to the Salada Tea Company of  
Canada Limited, 461 King St. W., Toron-  
to. We will immediately mail to you a  
19-cup trial package of Salada Orange  
Pekoe Blend for you to test at our ex-  
pense. We will also send you the folders,  
"Orange Pekoe, What this much-used  
term means to the Tea Drinker," and  
"The Art of Correct Tea Making."

Salada Orange Pekoe sells in all parts  
of Canada for 85c. per lb.



## "SALADA" TEA

S.N.-4



## Smartest Writer Smartest Looker!

Parker Duofold Offers Also,  
Pressureless Touch, Non-Breakable Barrel, and a  
\*Guarantee Against All Defects

Never before have modern style and effi-  
ciency been so combined in a fountain pen.

Barrels of Parker Permanite are 28%  
lighter than rubber, yet non-breakable.

Through Pressureless Touch, a Duofold  
eliminates all effort. The feather-light weight  
of the pen itself starts and keeps it writing.  
No pressure from the fingers—no strain—no  
fatigue.

On each barrel find and read the imprint,  
"Geo. S. Parker—DUOFOLD." That is the  
only way to be sure you have the genuine.

Parker Duofold Pencils in colours to match  
pens, \$3, \$3.50 and \$4.

\*The Parker Duofold Fountain Pen is  
made to give lifelong satisfaction. Any defec-  
tive parts will be replaced without charge,  
provided complete pen is sent to the factory  
with 12c for return postage and registration.

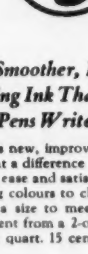
THE PARKER FOUNTAIN PEN COMPANY, LIMITED  
TORONTO 3, ONTARIO

# Parker

## Duofold

1  
L. Duofold Jr. \$5 Lady Duofold \$5

Made in Canada  
—Same Price  
as in the States



A Smoother, Freer-  
Flowing Ink That Makes  
All Pens Write Better

Try this new, improved ink and  
see what a difference it makes in  
writing ease and satisfaction. Six  
pleasing colours to choose from  
— and a size to meet every re-  
quirement from a 2-oz. bottle to  
a 40-oz. quart. 15 cents to \$1.50.

Mrs. J. E. Bryant, of Philadelphia, is  
a visitor in Toronto, guest of Mrs.  
Goodwin Gibson, of Lawrence Park.

Mr. Miller Lash, K.C., of Lowther  
Avenue, Toronto, sailed in the S. S.  
Vanduyck on Saturday of last week  
from New York for Rio de Janeiro and  
San Paulo. Mr. Lash was accompanied  
by his brother-in-law, Colonel Andrew  
T. Thompson, and Mr. J. W. McConnell  
of Montreal.

Mr. and Mrs. Charles Boothe of To-  
ronto, are guests at the Royal Mus-  
koka, Lake Rosseau.



**ART AS A CAREER**  
OFFERS UNUSUAL OPPORTUNITIES  
Many O.C.A. students are successfully employed creating Advertising Designs and Illustrations Interior Decorating, Sculpture, Metal Work, Stained Glass, Jewellery, and other highly-paid work.  
ONTARIO COLLEGE OF ART  
GRANGE PARK, TORONTO  
DAY AND EVENING CLASSES REOPEN OCT. WRITE FOR PROSPECTUS OR PARTICULARS

**CANADIAN SERVICE**  
**Cunard and Anchor-Donaldson**  
**See Europe in Autumn**  
Old Europe's at its very best in August, September, and October... mellow beauty everywhere, from Edinburgh to Vienna. The St. Lawrence, too, is never so lovely, and Cunard and Anchor-Donaldson Service is even more perfect than during the crowded tourist months of summer.  
Book on one of our weekly sailings from Montreal and Quebec to Plymouth, Cherbourg and London; or to Belfast, Liverpool, and Glasgow. Cabin and Tourist Third Cabin passengers carried.  
The ROBERT REFORM Co. Limited  
Bay and Wellington Sts., Toronto  
or any Steamship Agent  
Offices throughout Canada

**See Europe this Fall**  
**Lowest Rates Now**  
This is the best time of all the year to travel—the weather is ideal, hotels less crowded and accommodations and service on our magnificent ships are unsurpassed.  
Sail on one of these dates.  
MONTREAL-BELFAST-LIVERPOOL  
Laurentic Sep. 1 Sep. 29  
Doric Sep. 8 Oct. 6  
Calgaric Sep. 15 Oct. 13  
Regina Sep. 22 Oct. 20  
\*Via Belfast  
SOUTHAMPTON-HAVRE-LONDON  
Alberic Sep. 6 Oct. 4  
Meganitic Sep. 20 Oct. 18  
For full information, call phone or write  
55 King St. E., Toronto  
McGill Bldg., Montreal  
or any Rty. or S.S. Agent. 251  
**WHITE STAR LINE**  
**CANADIAN SERVICE**

**Mediterranean CRUISE**  
Thirty Days Amid Parisian Atmosphere... Barbic Morocco, Southern Spain, Historic Italy, the Riviera and Tunisia

**THE** busy modern's pocket-edition cruise! ... No wintry seas. ... Take the South Atlantic route to sunshine on the "France", leaving New York January 3rd, February 7th or March 14th! ... See the Canaries, Casablanca, Gibraltar, Algiers, Tunis, Palermo, Naples, Monaco, Marseilles. ... Stopover privileges permit concentrating on Spain... Italy... France... North Africa... or Egypt, within the original month... or passengers may stay ashore as long as they like and pick up the "France" on her following trip or return via Havre on "le de France" or "Paris". ... An unusually elastic itinerary, the pleasantest route, a famous chef... consequently, an interesting crowd. ... Fastest service to Plymouth, England, maintained by the "le de France", "Paris" and "France"... a few hours later, Le Havre, a covered pier, a boat-train... three hours... Paris!

**French Line**  
Information from any authorized French Line Agent or write direct to 53 Richmond St. W., Toronto, Ont.



Mrs. H. S. Osler, of Toronto, and Mr. Mark Lynch-Staunton, are the guests of Senator and Mrs. George Lynch-Staunton, at Clydagh, Castle Galway, Ireland.

Mr. and Mrs. Turnbull are again in Toronto after a visit at The Pines, Brockville, where they were the guests of Mrs. Victor Rivers at her summer place.

Major and Mrs. C. A. Robertson, of Toronto, are guests at the Royal Muskoka, Lake Rosseau.

The engagement is announced, of Mary Cecille, daughter of Mr. and Mrs. Wallace Hellwell, to Mr. Edward David Glasco, eldest son of Mr. and

her grandfather, Mr. Godson, at his country home at Niagara-on-the-Lake.

Dr. and Mrs. Frank Scott of Toronto, are sojourning at Metis Beach.

The marriage of Miss Margaret Burnett Stevens, second daughter of Mr. and Mrs. Herbert H. Stevens of Port Elgin, Ont., to Mr. Ralph James Pequegnat, son of Mr. and Mrs. Joseph U. Pequegnat of Guelph, Ont., was solemnized at the United Church, Port Elgin, on Saturday, August the eighteenth, nineteen hundred and twenty-eight, at three o'clock. The Rev. Victor T. Mooney, B.A., of Woodstock officiated, assisted by the Rev. David Gallagher, B.A., of Port Elgin.



MRS. CLYDE IRWIN ALLEN AND BRIDAL ATTENDANT

The wedding of Dorothy, daughter of Mr. and Mrs. James Mackay, Yale Avenue, Winnipeg, to Dr. Clyde Irwin Allen, of Detroit, Mich., took place August 1, at St. Andrew's Church, Winnipeg. The bride is pictured with the bridesmaid, her sister, Miss Agnes Mackay.

Mrs. A. P. S. Glasco, of Montreal. The marriage will take place the middle of September.

The engagement is announced of Frances, youngest daughter of the late Mr. William Pawley Rundle and Mrs. Rundle, East Gate, Armstrong's Point, Winnipeg, to Mr. Lloyd Montgomery Pidgeon, son of Rev. Dr. and Mrs. E. Leslie Pidgeon, of Montreal. The wedding will take place in Young United Church, Winnipeg, September 8th.

Mrs. F. R. Longworth, of Brandon, Manitoba, is a visitor in Toronto, guest of her grandmother, Mrs. James B. Cameron, at The Selby, and later will go to St. Thomas to visit Mrs. Graham Symington.

Miss Isabel Cammell of Ottawa, is the guest of Dr. and Mrs. Alexander Primrose, of Toronto, at their summer residence at Muskoka.

Mrs. T. H. Wickett of Toronto, who was recently the guest of Mr. and Mrs. John Machado at Lake Bernard, visited her mother, Mrs. H. C. Monk in Ottawa, before returning to Toronto.

Mr. and Mrs. Ralph Gibson, of Alvin Avenue, Toronto, are at their summer place on Lake Joseph for a few weeks.

General Mewburn of Hamilton, Ontario, has been in Montreal, a guest at the Ritz-Carlton.

Mrs. H. P. Plumptre of Toronto, entertained at luncheon last week at the Royal Canadian Yacht Club, The Island, in honor of Lady Mackenzie, a visitor from Edinburgh, Scotland, in Canada.

Mr. and Mrs. Vernon Mackenzie, of Toronto, have been guests at Jasper Park Lodge, Jasper, Alberta.

Mrs. A. H. Walker, who has been at De Grassi Point, is the guest of her daughter, Mrs. William Meredith Ramsay in Toronto.

Mr. and Mrs. Joshua Smith of Toronto, who have been visiting Lady Richmond Brown at Burgate Court, Fordingbridge, Hants, England, sailed on August 11 for Canada from Southampton.

The Hon. Rando'ph Bruce, Lieutenant-Governor of British Columbia and his niece, Miss Helen Mackenzie, sailed on Saturday of last week for Canada after spending the summer in Europe.

Mrs. John A. Stewart, of Perth, President of the Imperial Order of the Daughters of the Empire, and Miss Joan Arnold, of Toronto, a former President, were at the Ritz-Carlton, Montreal, last week on their way from Quebec, where they went to meet the English schoolgirls arriving from England under the auspices of the I.O.D.E. They were also in Ottawa.

Mrs. E. B. Lancelotti, who has been in Muskoka for three weeks, is visiting Mrs. R. W. Eaton at Marmillwood, Lake Muskoka.

Miss Joy Godson, of Vancouver, B.C., sailed recently in the S.S. Aquitania for France, after a visit to

The church was beautifully decorated with a profusion of midsummer flowers. The bride entered the church on the arm of her father to the strains of Lohengrin's wedding march played by Miss Marjory Rayner of Southampton. She looked very lovely in a period gown of ivory satin with trimmings of net appliqued with French flowers of satin and gold. Her veil formed a coronet of Chantilly lace outlined in crystals, the lace continuing around the edge of the veil, which formed a train. She carried a shower bouquet of white Killarney roses and lily-of-the-valley. She was attended by Miss Isabel Keenan of Owen Sound as maid of honor, gowning in a period frock of sunset taffeta with hat and shoes of the same tone. Miss Dolly Pequegnat, of Guelph, Miss Frances Stevens, and Miss Dorothy Stevens, sisters of the groom, and bride respectively, as bridesmaids, were dressed alike in period frocks of taffeta in shades of pink, mauve and green with cream lace, with hats and shoes in corresponding shades. The attendants carried colonial nosegays of butterfly roses, sweet peas and baby's breath. Little Miss Audrey Stratton of Montreal, niece of the groom acted as flower girl. She was very quaint and sweet in a Kate Greenaway costume of orchid taffeta, carrying a basket of sweetheart roses and sweet peas. Miss Hazel Webb, of Paisley, sang "I Love You Truly" during the signing of the register. The groom had for best man Mr. Gerald M. Purcell, of Guelph. The ushers were Mr. Harold P. Pequegnat, of Guelph, Mr. Chas. A. Bell, of Walkerville, Dr. Thos. Plummer, of Toronto and Mr. Leighton Reid, of Toronto. A reception was held immediately following the ceremony at the home of the bride's parents, Mrs. Stevens wearing a misty blue gown of French lace with beige hat and shoes. She wore a corsage of sweetheart roses and sweet peas. Mrs. Pequegnat, mother of the groom, wore a navy blue French embroidered georgette dress over grey with hat and shoes to match. Her corsage was of sweetheart roses and sweet peas. The bride's grandmother, Mrs. Burnett, wore a gown of black lace with mauve hat. Guests were present from Temple, Texas, New York City, Montreal, Hamilton, London, Toronto, Walkerville, Guelph and Owen Sound.

**INNOVATION ATTAINS QUICK POPULARITY**

Tried as an experiment in providing extra comfort for night travellers, the single-room sleeping cars on Canadian National trains between Toronto and Montreal quickly reached tremendous popularity.

So completely has this new travelling convenience met a long-felt want of the travelling public, that these cars now operate on both the ten and eleven o'clock trains to Montreal. Each room in the single-room sleeping cars is tastefully decorated. It provides every toilet requisite, has hot and cold running water and ample space for baggage on the racks and under the bed. Deep springs and soft mattresses make travelling as comfortable as sleeping at home.

The popularity of this Canadian National service makes it advisable to arrange for reservations early. Full particulars and reservations from any Canadian National Agent.



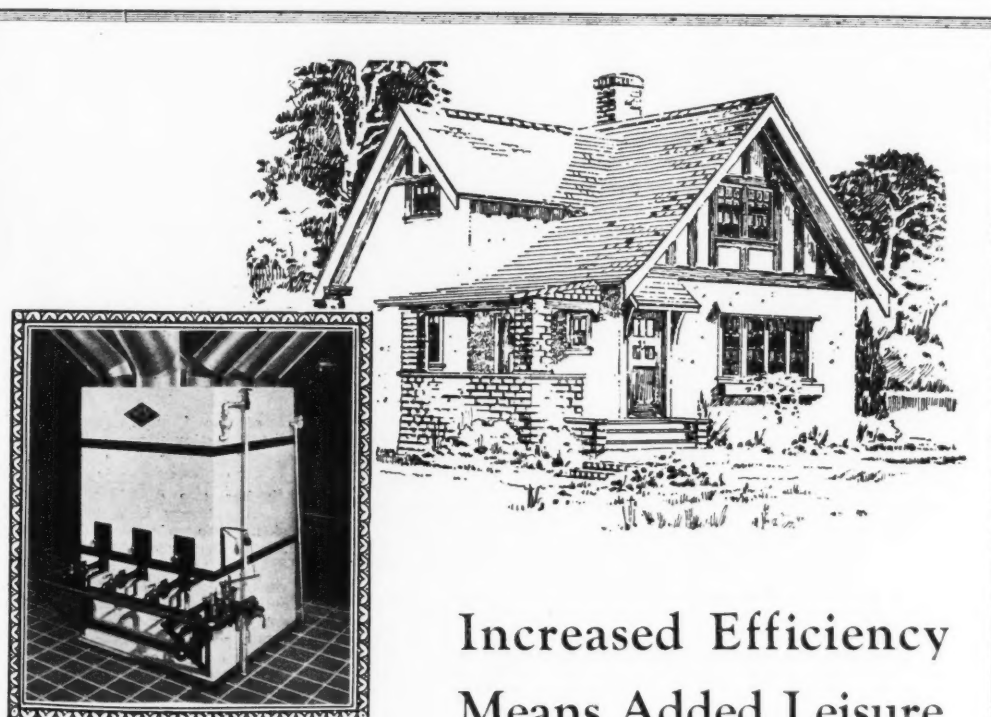
**Wool Georgette Usurps the Fall Mode**

*In the Frock for Street or Business Wear*

The Coat Dress sketched is a "Golflex", developed from a Goupy model—ideal for early Fall wear. Tailored simplicity is the keynote of its style charm. White silk vestee and cuffs are flatteringly feminine touches at throat and wrist, front pleatings give easy width to the skirt. Matching silk crepe slip. In the new Fall colors—deerskin, navy, ivy green, grey—each flecked with white. At \$39.50.

*In the Sports Shop*  
THIRD FLOOR

The Robert Simpson Company Limited



**Increased Efficiency Means Added Leisure**

NO one responsible for the house heating arrangements could fail to appreciate the outstanding efficiency of a Gas-fired Furnace under all weather conditions. The coldest winter day begins and ends in comfort in the home equipped with a gas furnace. The automatic control does everything for you—maintains the proper temperature for health and economy throughout the night, wakes up the furnace and warms the house to the chosen day-time temperature before your usual rising time, then maintains that temperature through the entire day.

Visit our display in the Construction Building at the Canadian National Exhibition.

**The CONSUMERS' GAS COMPANY**

55 ADELAIDE ST. E. 732 DANFORTH AVE.  
61 LAKE SHORE ROAD, NEW TORONTO

**NIGHT'S JOURNEY TO THE NORTH BRINGS FISHERMAN ADVENTURE**

Canadian National Summer Schedule a Boon to Vacationists.

Timagami is the land of adventure for the fisherman—a chance to enjoy old clothes and feel the thrill of the rod.

From Toronto, Canadian National Railways provide a through sleeping car service. A comfortable night's sleep on the train and you are in the wilds of Northern Ontario ready for all the sport that Timagami will provide. Full information and literature

from Canadian National Ticket Agents.

**TOURISTS PRAISE THE LAKE AND RAIL ROUTE TO WEST**

Summer travellers to Western Canada are enthusiastic in their praise of the boat trip from Sarnia to Port William, where the Northern Navigation boats connect with the Canadian National Railways boat train for the West.

There are exclamations of delight from those travelling over this route, at the excellent meals, the very roomy decks and splendid dancing floor.

They say that the thoughtfulness of the social hostess makes the journey just like a big house party where everybody has a joyous time.

Deck sports aplenty are arranged for the guests who desire them. For those who desire rest and leisure to read, there are dozens of sunny nooks about the decks. In the evenings a peppy orchestra provides dance music for all who enjoy the thrill of dancing on board boat.

The lake route is an ideal way to add to the pleasure of your journey to the West. Make your reservations early from Canadian National Ticket Office.



## "Swat the fly" with GILLETT'S LYE

A teaspoonful of Gillett's Lye sprinkled in the Garbage Can prevents flies breeding

Use Gillett's Lye for all Cleaning and Disinfecting



Costs little but always effective

**JAEGER**  
PURE WOOL

SEWING AT  
84 YONGE ST. TORONTO  
444 CRAWFORD ST. VANCOUVER  
602 ST. CATHERINE ST. MONTREAL

## FREE BABY BOOKS

### Baby's Food

If you cannot nurse baby use **Eagle Brand**, since 1857 the leading infant food, pure, easily digested, safe.



Write  
THE BORDEN CO.  
LIMITED, MONTREAL  
for your copies

## Sleeping Comfort on CANADIAN NATIONAL

at moderate expense

### TORONTO to MONTREAL

Know the joy of a comfortable sleep in one of the individual room cars on trains leaving Toronto Union Station at 10 and 11 o'clock every night.

Each room is a self-contained sleeping apartment—fitted with all travel requisites—bedsteads with thick mattresses and deep box springs.

Reserve your room at the City Ticket Office, north-west corner King and Yonge streets—phone Elgin 6241.



The Governor-General was the guest of the members of the Dominion Rifle Association on Tuesday afternoon of last week at the Connaught Ranges, Ottawa, and was received by Brig.-General J. G. Ross, C.M.G., president of the Association, and Col. D. R. Street, V.D., chairman of the executive, who presented the guests to His Excellency. Mrs. Street and Mrs. Ross received the guests afterwards on the verandah of the main building. Refreshments were served in a large tent on the grounds, and music was rendered all afternoon by the band of the Governor-General's Foot Guards. A notable feature was the presence of four ladies from New Brunswick, who had entered for the shooting, the presence of the Australian

Lyle, to Mr. Dan Anderson, of Montreal, son of Mr. John Anderson, of Charlottetown, P.E.I. The marriage will take place on Monday afternoon, August 27, at four o'clock, at the First Presbyterian Church, Montreal.

Hon. Dr. L. J. Lemieux recently arrived in Montreal in the White Star S.S. *Calgarie* from England.

Mrs. Charles Camsell and Miss Phyllis Camsell of Ottawa, were recently guests for a few days of Mrs. Macintosh Bell, at Old Burnside.

Mrs. George Andrews, St. Mark street, Montreal, has announced the marriage of her daughter, Muriel Armorel, to Mr. J. Arthur Perodeau,



Louise, daughter of Lt. Col. and Madame d'Irumderry de Salaberry, of Ottawa, whose engagement to Harcourt Forrest, son of Mr. and Mrs. Sidney Forrest, of Ottawa, has recently been announced. The marriage will take place on Monday, September 3, at Irumderry, the summer residence of the bride's parents at Gatineau Point, Quebec.

—Photo by Paul Horsdal.

members of the Bisley Team, who were on their return from England to Australia, and also the members of the local Bisley Team.

Major-General MacBrien and Mrs. MacBrien of Ottawa, were recently guests at dinner of the Governor-General and Viscountess Willingdon at Rideau Hall.

Captain the Viscount Hardinge A. D. C. has returned to Ottawa, from Murray Bay, where he was the guest of Mr. and Mrs. Hugh Fleming at their country residence.

Dr. A. D. Blackader and Mrs. Blackader, who have been abroad, returned last week end to Montreal in the S.S. *Duchess of Atholl*.

Miss Louise de Lotbiniere is again in Montreal from England, and was a passenger in the S.S. *Calgarie* which recently arrived at Quebec.

Mr. Henry H. MacFarlane, of Charlottetown, P.E.I., has announced the engagement of his daughter, Annie

son of the Hon. Narcisse Perodeau, Lieutenant-Governor of Quebec.

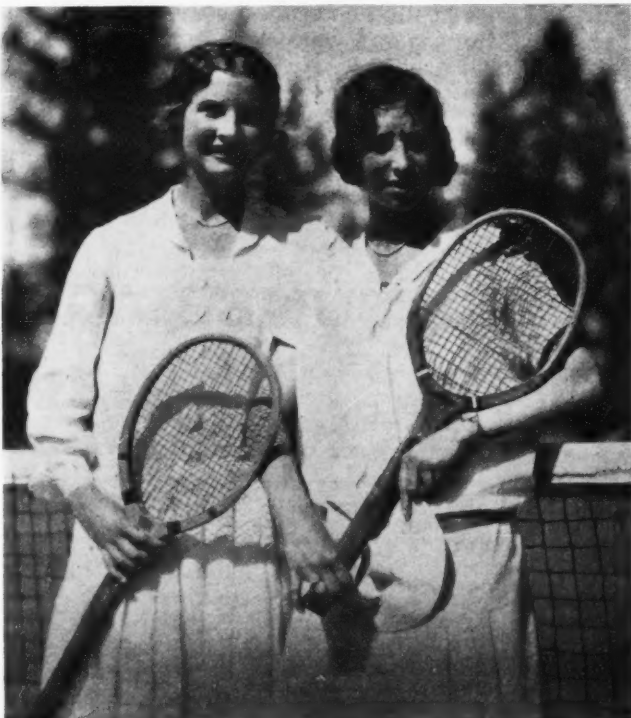
Mrs. Allen Longstaff, of Montreal, with her two daughters, Miss Olive and Miss Peggy Longstaff, have been visiting Colonel and Mrs. Porter, Douglas Park road, Winnipeg.

Mrs. W. M. Dobell, Bois Franc, St. Louis road, Quebec, entertained at a garden party on Thursday afternoon of last week, for Rear-Admiral Hyde and the officers of H.M.A.S. *Australia*.

Mr. and Mrs. John F. Burstall and Miss Rosemary Burstall of Quebec, sailed recently in the S.S. *Empress of Scotland* to spend a few weeks in England.

Mrs. George J. Desbarats is again in Ottawa after several weeks spent at Kennebunk Port.

Mr. and Mrs. Joseph Beaubien of Outremont, have announced the engagement of their daughter, Mimi, to Mr. Gerald G. Ryan, of Quebec, son of



Miss Elizabeth Doherty, of Montreal (left), and Miss Marguerite Gonthier, daughter of the Auditor-General of Canada, about to enjoy a game of tennis at Jasper Park.

—Photo by Canadian National Railways.

## The Preliminary Display of Millinery for Autumn



J. Typical of the off-the-face and over-the-right ear line, this hat by Hermance of soft beige felt, with velvet inset to tone and a flower of the same materials. \$35.00.



K. Rose Descat exploits a new version of the beret in the new material, fox felt—grey. A hat so chic in its simplicity that to add trimming would be to gild the lily. \$35.00.



L. The poke with moyen brim—one side slightly wider than the other—presented by Janie. Of black felt, overlaid with silvery grey hatter's plush, the crown is slashed at the back to display a modern motif. \$35.00.

THE advance showing of the first models from Paris and New York . . . arbiters of the coming mode . . . hats that establish the vogue of the beret, the bonnet shape, the cabriolet poke, the hat-with-the-side-dripping-brim . . . they present new versions of the subtly feminized mode . . . demand to be worn far back on the head, in the forehead-revealing manner of a baby's bonnet. They combine felt with hatter's plush, velvet, velours . . . introduce soft materials headed by fox felt . . . scatter glittering ornaments here and there . . . a felt and velvet flower over one ear . . . a piquant little bow of the material . . . reveal all that is known of chic. Prices \$12.00 to \$50.00.

THE T. EATON CO. LIMITED  
TORONTO CANADA



No. 8109 Chair



No. 8202 Chair

### Did You Know—

That Occasional Chairs are increasing in popularity daily? Made out of Solid Walnut, beautifully hand carved, and done in a rich high lighted lacquer finish, these are two striking reasons for the popularity of C. F. M. Chairs.

Ask your local  
Dealer for  
prices on these  
remarkable chairs.

NADA FURNITURE MANUFACTURERS  
LIMITED  
Woodstock, Ont.

See our "Quality"  
lines at the  
Canadian National  
Exhibition

Mr. and Mrs. J. J. Ryan, of Three Rivers.

Lieut.-Colonel H. A. Stewart and Mrs. Stewart, who have been guests at the Blgwin Inn, Lake of Bays, recently returned to Montreal, and spent the week-end at their camp in the Laurentians.

Miss Frances Pendleton, of Montreal, is the guest for some time of her brother-in-law and sister, Major C. G. Power and Mrs. Power, at St. Pacome.

Sir George and Lady Foster are again in Ottawa from Gaspe, where they have been on a holiday. They arrived in Montreal on Friday of last week in the S.S. *Neve Northland*.

Lady Shreiber returns to Ottawa this week from Murray Bay, where she was the guest for a few weeks of Mrs. Crombie.

Mrs. H. A. Bate is again in Ottawa, after the summer spent at St. Patrick.

Mrs. Montagu Howard is again in Montreal after a visit to her mother, Mrs. G. H. Rainville, of Montreal, at the Point, Riviere du Loup.

Mrs. Leonard Tilley and her daughters, the Misses Alice and Margaret Tilley, of Rothesay, N.B., who have been abroad for some months, arrived last week in the S.S. *Empress of Australia*, Hon. L. P. D. Tilley was in Quebec to meet them.

The Lieutenant-Governor of Quebec, Hon. N. Perodeau, Premier Taschereau, and several other gentlemen were guests of Mr. Justice Pouliot and Mrs. Pouliot on Tuesday afternoon of last week at their country residence, Manoir Mauvide at St. Jean, Island of Orleans. After a drive round the island the Lieutenant-Governor and his party dined with Mr. Louis Letourneau, M.P., at his country home.

Mr. and Mrs. G. Forget are again in Montreal from Ste. Irenée-Bains, where they were the guests of Lady

Forget. Mr. and Mrs. Maurice Forget, who have also been guests of Lady Forget at Ste. Irenée, have left for St. John's, Que.

Mr. and Mrs. L. McL. Spackman are again in Montreal after a visit to the Far West and to Alaska.

Mrs. W. J. M. Bell, of Ottawa, and her daughter, Mrs. Crawford, arrived at Algonquin Park this week to spend the remainder of the summer.

Miss Mollie Sewell is visiting Mr. and Mrs. J. C. McLimont of Quebec, who are at their country place at Lake St. Joseph.

Mr. and Mrs. H. A. K. Drury, of Ottawa, are visiting Mrs. W. H. Little, of Winnipeg, who is at her summer place on the Lake of the Woods.

Miss Marcelle Brunet is again in Quebec from Lake St. Joseph, where she was the guest of Dr. and Mrs. René Turcot.